

**Re: [External] Re: It's Here! Our New Film About Racism Has Been Added to Our CCT!**

Peta &lt;peta@indieflix.com&gt;

Mon 2/7/2022 7:41 AM

To: Cynthia B. Dillon &lt;Cynthia\_Dillon@hcpss.org&gt;

Fantastic, Cynthia. Your preview link will arrive later today from [Lissa@indieflix.com](mailto:Lissa@indieflix.com). I look forward to meeting you.

All My Best,

**Peta**

Account Executive

Indieflix Education

713-446-8653

[peta@indieflix.com](mailto:peta@indieflix.com)[indieflix.com/education](http://indieflix.com/education)

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Our Films [Angst](#) | [LIKE](#) | [The Upstanders](#) | [Nevertheless](#)On Mon, Feb 7, 2022 at 6:37 AM Cynthia B. Dillon <[Cynthia\\_Dillon@hcpss.org](mailto:Cynthia_Dillon@hcpss.org)> wrote:

Peta,

Thank you. I have scheduled a meeting with you for a few weeks out. I should have time to preview at some point between now and next Monday.

Thanks,  
Cindy

Cynthia B. Dillon, Principal, [Centennial High School](#)  
4300 Centennial Lane, Ellicott City, MD 21042  
410-313-2856

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**From:** Peta Rubenstein <[peta@indieflix.com](mailto:peta@indieflix.com)>**Sent:** Monday, February 7, 2022 7:04 AM**To:** Cynthia B. Dillon <[Cynthia\\_Dillon@hcpss.org](mailto:Cynthia_Dillon@hcpss.org)>**Subject:** [External] Re: It's Here! Our New Film About Racism Has Been Added to Our CCT!

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Hi Cynthia,

Thank you for your interest in RACE To Be Human. I would love to send the film to you to preview. [Please click here to schedule a meeting](#) for after you have watched so that I can show you the support materials including discussion guides, tip sheets, FAQ Video and SEL activities. Please let me know if this week is a good time for you to watch.

All My Best,

**Peta**

Account Executive

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On Fri, Feb 4, 2022 at 9:55 AM, Peta Rubenstein <[peta@indieflix.com](mailto:peta@indieflix.com)> wrote:

Hi Cynthia,

We talk to community leaders and educators in schools, corporations, and places of worship every day to create and provide more stories and tools to support positive conversations about mental health.

Our latest film, *RACE to Be Human*, is incredibly timely. [Click here to watch the trailer.](#)

We know that a significant stressor is the lack of communication or understanding in addressing a difficult situation. So, in response to #StopAsianHate and Black Lives Matter, we created *RACE to Be Human* (46 mins & appropriate for ages 10+) as a tool to foster healthy conversations about topics such as microaggressions, allyship, privilege, and more.

**We believe that opening up healthy conversations is fundamental to progress.**

After a prescreening of the film to both the International School Counselors Association and American School Counselors Association in 17 countries, we received feedback that confirmed we are on the right track:

- **100%** of educators thought the film and information were easy to follow.
- **95%** of educators are more open to talking about race and racism in their schools after watching the film.
- **87%** of educators think *RACE to Be Human* should be required viewing in schools.

I would love to connect to share more information about our films and the various licenses we offer. Please click [here](#) to learn more and request access to a preview of the film. I look forward to connecting!

Kind regards,

All My Best,

**Peta**  
Account Executive  
Indieflix Education

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On Tue, Feb 1, 2022 at 9:48 AM, Peta Rubenstein <[peta@indieflix.com](mailto:peta@indieflix.com)> wrote:

Hi Cynthia,

*RACE to Be Human* is now available! [Click here to watch the trailer.](#)

First of all, **thank you for sharing your fantastic feedback** and passion to support the conversations and growth we've all experienced watching our mental health films *Angst*, *LIKE* & *The Upstanders*. The most critical feedback we received was that a day or week of screening the film was **not enough**.

So, we worked closely with our experts and added the [Creative Coping Toolkit \(CCT\)](#) - a turn-key, online learning program providing year-long access to the movies and chapter-by-chapter modules that provide clips from the films, discussion guides, and SEL activities. **This is especially useful during these trying times of staffing issues to accommodate in-person and remote learning.**

***RACE to Be Human*** (46 mins & appropriate for ages 10+) is a documentary film program that addresses the impact of racism on our mental health and how we can collectively move toward dignity and respect. Told through the lens of students, experts, and educators, the film defines basic terms while exploring how to foster healthy conversations about topics such as microaggressions, allyship, privilege, and more.

**Here is what a counselor at ASCA had to say about RACE to Be Human:**

Do you have 10-20 minutes to connect so I can learn more about your community needs and see how our film programs and the various licenses we offer might be able to help you? If you'd like a free preview link for the film, I'm happy to send that to you. I look forward to connecting with you. [Click here to schedule a meeting with me](#)

Kind regards,

All My Best,

**Peta**  
Account Executive  
Indieflix Education

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