

We The Animals

Marketing Pack for venues, part of BFI FAN's support for new releases



Specification details:

We The Animals

Dir. Jeremiah Zagar | Cert TBC |

93 mins | U.S. | 2018

Cast includes:

Evan Rosado

Josiah Gabriel

Isaiah Kristian

Raúl Castillo

Sheila Vand

Distributor: Eureka Entertainment
Available: 14 June 2019 (theatrical)

Booking: Steve Hills (Contact details: steve@eurekavideo.co.uk / 0208 459 8054)

Festivals & Awards:

- NEXT Innovator Award - Winner
- 2019 Independent Spirit Awards (Best First Feature, Best Supporting Male, Best Cinematography, Best Editing, Someone To Watch Award) - Nominated

Young brothers Manny, Joel and Jonah tear their way through childhood and push against the volatile love of their parents.

As Manny and Joel grow into versions of their father, Jonah, the youngest, shares his mother's dreams of escape and embraces an imagined world all his own.

Official Website: www.eurekavideo.co.uk

Official Facebook: <https://www.facebook.com/EurekaEntertainment/>

Official Twitter: <https://twitter.com/Eurekavideo>

Official hashtag: #WeTheAnimals

Official Instagram: <https://www.instagram.com/EurekaEntertainment/>

We The Animals Press Pack (downloadable):

https://drive.google.com/file/d/1abWDrsFUefUfZUhMaO_jx93YGGn6ptQF/view?usp=sharing

Stills/images: <https://flic.kr/s/aHskRspde7>

Trailer YouTube version: <https://youtu.be/OGDMxn4TS2w>

**Screeners available on request. Please contact Steve Hills
(Contact details: steve@eurekavideo.co.uk / 0208 459 8054)**

WE THE ANIMALS: campaign and marketing ideas

The focus of BFI FAN's support for new releases is developing audiences aged 16-30.

- **Price:** If you have a young person/student ticket offer, why not promote it alongside We The Animals
- **Experience:** Research into young audiences highlights how important the whole experience is. Think about promoting guest speakers or post-film discussions along with your screenings.
- **Interaction / social media:** Focus on the fact that it is a film all about being an outsider, something that will resonate with most young audiences.

Simple and easy wins

- Facebook and Instagram ads: this is an easy and effective way at reaching target audiences. FAN support can pay for the ad and we can also talk you through campaign set-up to maximise results.
- Local postcard distribution and poster in hangouts - pubs, clubs, SUs, cafes, venues, festivals

We expect We The Animals to appeal to:

- Young audiences who can relate to the 'outsider' aspect of the story
- Anyone who has ever felt like an 'outsider from a family of outsiders'
- People who are familiar with the book 'We The Animals'
- LGBT+ audiences
- People interested in the film's other aspects (socio-economic disparity, emotionally turbulent relationships, unconventional coming-of-age story)

Themes for post-film discussions

A coming-of-age story: Adolescence is a confusing and beguiling time for many, let alone when your parents have a volatile relationship. This film will register with anyone who grew up in a similar situation or who may be a child of divorce.

Outsiders: The film details about what it is like to grow up and feel like an outsider, even within a family of outsiders. The film would appeal to anyone who has ever felt isolated, alone or different growing up.

LGBT+ awareness: Jonah's sexual awakening will resonate strongly with LGBT+ audiences who will relate to the story's themes of isolation and being an outsider and unable to tell those closest to you about who you really are.

Social-economic disparity in the U.S: Being part-Puerto Rican, Jonah and his brothers often find themselves the victims of racial prejudice while is particularly prevalent these days. Their family also find themselves financially struggling despite living in upstate New York and all the stresses that that leads to in family life. (Also: **Power dynamics in relationships/domestic abuse**)

Using animation for therapy/emotional support: The film's eye-catching and dynamic animations might also appeal to up-and-coming animators or creative outlets.

Planning your event

There is a regional marketing freelancer in each Film Hub region working on grassroots outreach, press and marketing, alongside a small budget for activity. They will also be working with students (both foreign and home) and language schools. Get in touch on fannewreleases@watershed.co.uk to be linked in to the campaign in your area - we can help with event ideas, finding speakers and other grassroots marketing.

[Email template for schools/university/youth networks](#)

[E-mail template for event screenings](#)

Press

Get in touch with local press for any special events with the below press release template alongside stills from the film.

[Generic press template for local press and listings](#)

Key Press Quotes

"We the Animals" is a timely tale of what it means to think and to feel differently, and how lonely that calling can be. - The Huffington Post

"It's a profound sense of humanity that makes Zagar's film such a special coming-of-age offering." - Variety

"A coming-of-age story that stands out from the rest because it dares to be vulnerable."
- Jezebel

“Fragile yet resilient, “We the Animals” has an elemental quality that’s hugely endearing, using air and water and the deep, damp earth to fashion a dreamworld where big changes occur in small, sometimes symbolic ways.” - New York Times

“We the Animals” is a spirited, sobering portrait of the artist as a young man using any means at his disposal — words, images, sensations — to process a confusing and contradictory world.” ★★★★★ - The Washington Post

ARTICLES OF INTEREST

‘We The Animals’ is a one-of-a-kind movie adapted from a seemingly unadaptable novel

<https://slate.com/culture/2018/08/we-the-animals-movie-review-a-one-of-a-kind-adaptation-of-an-unadaptable-novel.html>

The Coming-of-Age Film ‘We The Animals is a decidedly queer work of art

<https://themuse.jezebel.com/the-coming-of-age-film-we-the-animals-is-a-decidedly-queer-1828402202>

Latinos are ‘dehumanized’, but literature is an antidote

<https://www.nbcnews.com/news/latino/we-animals-author-justin-torres-latinos-are-dehumanized-literature-antidote-n898481>

‘We The Animals’ takes queer children seriously

<https://electricliterature.com/we-the-animals-takes-queer-children-seriously-c10fa9105813>

How To Be A Man: Unpacking the queer coming-of-age film We The Animals

<https://www.out.com/entertainment/2018/8/01/how-be-man-unpacking-queer-coming-age-film-we-animals>

‘We The Animals’ explores a queer child’s rejection of toxic masculinity and subsequent self-discovery

https://www.huffingtonpost.com/entry/we-the-animals-explores-a-queer-childs-rejection_us_5b7ee7c5e4b03067348d99ed

Film Copy

Official Synopsis

30 words

Three boys tear through their rural New York hometown, in the midst of their young parents' volatile love that makes and unmakes the family many times over.

50 words

From Justin Torres' celebrated novel comes the story of three brothers tearing through their rural New York hometown, in the midst of their young parents' volatile love that makes and unmakes the family many times over. More sensitive and conscious than his older siblings, Jonah increasingly embraces an imagined world all his own.

80 words

From Justin Torres' celebrated novel comes a visceral coming-of-age story of three brothers tearing through their rural New York hometown, in the midst of their young parents' volatile marriage. More sensitive and conscious than his older siblings, Jonah increasingly embraces an imagined world all his own.

Propelled by layered performances from its astounding cast – including three talented, young first-time actors – *We The Animals* features stunning animated sequences which bring Jonah's torn inner world to life.

Full Synopsis

Us three. Us brothers. Us kings, inseparable.

Three boys tear through their rural New York hometown, in the midst of their young parents' volatile love that makes and unmakes the family many times over. While Manny and Joel grow into versions of their loving and unpredictable father, Ma seeks to keep her youngest, Jonah, in the cocoon of home. More sensitive and conscious than his older siblings, Jonah increasingly embraces an imagined world all his own.

With a screenplay by Dan Kitrosser and Jeremiah Zagar based on the celebrated Justin Torres novel, *We the Animals* is a visceral coming-of-age story propelled by layered performances from its astounding cast – including three talented, young first-time actors – and stunning animated sequences which bring Jonah’s torn inner world to life. Drawing from his documentary background, director Jeremiah Zagar creates an immersive portrait of working-class family life and brotherhood.

Sample social media posts

Twitter:

“We the Animals” is a timely tale of what it means to think and to feel differently, and how lonely that calling can be.” - The Huffington Post

Catch the visceral coming-of-age story #WeTheAnimals now

[VENUE]

[DATE]

[LINK]

“It’s a profound sense of humanity that makes (We The Animals) such a special coming-of-age offering.” - Variety

From Justin Torres’ critically acclaimed and celebrated novel comes the powerful *We The Animals*

[VENUE]

[DATE]

[LINK]

Special event:

Join us for a post-show discussion on growing up as an outsider after our screening of *We The Animals*, to discuss how our childhood years can go on to have a profound impact on the rest of our lives [DATE and CTA]

Facebook:

“We the Animals’ is a timely tale of what it means to think and to feel differently, and how lonely that calling can be.” - The Huffington Post

Catch the visceral coming-of-age story *We The Animals* now.

Read more and book tickets: [\[LINK\]](#)