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Media Outreach Team

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***A Destruction* will make its debut on Sundance TV in the late summer of 2020 with the help of the Tribeca Film Institute and Kartemquin**



FOR IMMEDIATE RELEASE: Tuesday, June 9th 2020 at 7:00 pm. The film, *A Destruction*, created and produced by Urooj Yazdani, partnered with the Tribeca Film Institute and Kartemquin to make a film about Humera, an 11 year-old girl who attempts to break the cycle of poverty within her community by staying in school. This film highlights the pressure of family tradition versus personal resilience, and with the help of the Tribeca Film Institute, Humera's story has the opportunity to be shared with viewers all over the world.

Director/Producer Urooj Yazdani holds an M.D. from the Chicago Medical School and an M.Ed. from the Johns Hopkins University. She has extensive research experience in the socioeconomic circumstances that prevent women from attaining higher education in the developing world. In a remote and impoverished fishing community off the coast of Karachi, Pakistan, Yazdani and Cinematographer Omar Nabulsi found their perfect protagonist, Humera. Forced into making a decision to continue her education or risk falling into the cycle of generational poverty, Humera's story is a perfect example of how socioeconomic status affects our society.

“As she watches her 14-year old sister marry a man over a decade older, she makes a determination about her own future. ‘I’m never getting married’, she exclaims. ‘Marriage is an utter destruction!’”

Yazdani and Nabulsi knew that this project wouldn't be easy. Inequities in health distribution, resource distribution, and quality of life are increasing in the United States and globally. There was a lot to consider about the style of storytelling that approached the topic in a captivating way. In 2017, Yazdani entered the Kartemquin Diverse Voices in Docs Program (DVID). DVID is a professional mentorship for documentary filmmakers of color to gain skills through dynamic workshops led by invited experts. With support from Kartemquin's DVID program and Tribeca Film Institute, Yazdani put together a film that fills you with sadness and anger at the inequities of life. The film is set to be released in Late Summer of 2020 on Sundance TV. The film has gone through it's rounds at several festivals, including screenings at the St. Louis International Festival, Yala International Independent Film Festival, and the Chicago South Asian Film Festival. The aim right now is to get the project screened at educational institutions, raise awareness through other media sources, and collaborate with other organizations.

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***A Destruction* Continues to Raise Awareness for Humera's Impactful Story Through International Film Festivals and Distribution.**



FOR IMMEDIATE RELEASE: Tuesday, June 30th 2020 at 7:00 pm: Humera's story has been screened all over the world, and is set to premiere on AMC Sundance TV in MENA (Middle East and North Africa). From national film festivals in St. Louis, Louisville, Chicago, and Middlebury to film festivals in Nepal and Cameroon, *A Destruction* has been recognized for winning several awards. This is Urooj Yazdani's, the director and producer of the documentary, first film. Her perspective on the impact of film has grown and she has seen how much she can make a difference through the lens of a camera.

"As a newcomer to the world of film, I can't tell you how instrumental festival screenings have been at both generating interest in Humera's personal story as well as building awareness about the transformative power of education in the developing world".

These film festivals have become a platform for Humera's story, and a stepping stone for audiences to learn just how powerful education can be. Through reaching a wider audience at the film festivals, Humera, and those in a similar situation as her, can finally be heard thanks to Yazdani.

The film has also picked up several distribution deals with many platforms, such as Film Option International and is becoming an Infobase Learning film. In addition, ProQuest, one of America's leading providers of supplemental educational materials to the school and library markets, have officially acquired non-exclusive educational distribution rights for the film. All these relationships will continue to get the film into classrooms, libraries and teaching platforms world-wide! This way, Humera's story can continue to be shared. Following the screenings and distributions, the film also is in the works with having possible collaborations with the American Pakistan Foundation, the Global Fund for Children, and Girls Education International.

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***A Destruction* is Set to Release on Two Major Educational Platforms:
Infobase Learning and ProQuest**



FOR IMMEDIATE RELEASE: Tuesday, July 14th 2020 at 7:00 pm: Humera's story has been seen all over the world, and this film has recently collaborated with ProQuest and Infobase Learning. Both of these platforms are utilized for educational purposes. *A Destruction* will be available for purchase for schools and teachers to utilize.

ProQuest is an international database for librarians, educators and researchers. Once purchased, the film comes with curriculum support, lesson planning, and some worksheets about the film's themes to be utilized in the classroom. ProQuest offers films in a variety of topics, but documentary is one of their biggest sections, and *A Destruction* is soon to be a part of it. Upon selecting this film to use, teachers and students learn valuable lessons through a different perspective. ProQuest even added a new platform to their academic film database during the global pandemic to make it easier for students and educators to access their films; they wanted to make education a priority. Overall, *A Destruction* will be available all over the world for educators to incorporate this film into their daily lesson plans.

Humera's fight to stay in school is an inspirational story for all of us to see. With the help from Infobase, the film will reach a new audience through the extensive e-collection of educational videos and e-books. Now one of America's leading providers of

supplemental educational materials to schools and library markets, Infobase was established in 1940. The company has provided schools and library markets with critically acclaimed resources used to enrich the learning experiences of students at any stage of life. Infobase recently acquired a professional development and training platform, including content from Hoonuit. Infobase offers a special open trial for students to learn more about vital topics with access to relevant, unbiased content.

“For more than 75 years, educators have relied on Infobase to create learning experiences that promote information literacy, lifelong learning, and social-emotional learning”

Use Infobase to find more resources on how you can continue to fight for girl's education in the developing world.