



ANIMAL PRIDE

NATURE'S COMING OUT STORY

PROMOTIONAL TOOLKIT

In *Animal Pride: Nature's Coming Out Story*, Queer naturalist Connel Bradwell challenges mainstream biology's blindspot for queer animal behavior in nature. Schooled in the birds and the bees, survival of the fittest, *The Origin of Species*, Connel sees the disconnect - *how can humans be Queer, while animals supposedly aren't?*

Thank you for helping to spread the word about *Animal Pride*.

Use the suggested language and promotional materials below to invite your online network, professional colleagues, community members, friends and family to watch the film on television or online.

Toolkit Sections Include:

DOWNLOADABLE ASSETS

SOCIAL MEDIA

LOGLINES, SYNOPSIS, QUOTES, POSTS

PROMOTE YOUR SCREENING

PRESS CONTACT INFO

ANIMAL PRIDE CALLS TO ACTION

DOWNLOADABLE ASSETS



Materials Include:

- Postcard
- Press release
- Press kit
- Blank invitation
- Banner
- Animated social media formatted Titles
- AnimalPride.ca QR code graphic
- Key art photos
- Full size poster
- Square social poster

Parent file for all items:

SOCIAL MEDIA



Official Hashtags & Brand Social Accounts

#AnimalPrideDoc #NaturesComingOutStory

Share the Trailer (available for download):

Screenings are considered private events, RSVP is encouraged, ticket sales can be used for cost recovery fundraisers not for generating revenue.

LOGLINES, SYNOPSIS & QUOTES FROM THE FILM



Loglines

90 character version:

This is Nature's Coming Out Story.

120 character version:

Connel explores the true diversity of gender and sexuality in nature, and questions why we've been missing it all along.

Alternate version:

Through a journey of scientific discovery, naturalist Connel Bradwell explores queerness and sexual diversity in Nature, and questions why we've been missing it all along.

Synopsis

In *Animal Pride: Nature's Coming Out Story*, Queer naturalist Connel Bradwell challenges mainstream biology's blindspot for queer animal behaviour in nature. Schooled in the birds and the bees, survival of the fittest, *The Origin of Species*, Connel sees the disconnect - how can humans be Queer, while animals supposedly aren't?

After observing same-sex behaviour in orcas, Connel embarks on a journey to unveil nature's true diversity of gender expression and sexuality. Fueled by his love for the natural world, Connel discovers the science behind same-sex parenting in seabirds, hermaphrodite slugs, and the hidden history of same-sex penguin behaviour. Not your typical wildlife documentary, *Animal Pride* celebrates diversity, and presents a riotous rebellion against stereotypes. It also has the capacity to fundamentally shift how we see the natural world, and our place within it.

We've all heard the rhetoric - that being queer isn't natural. Connel's irreverent approach takes a wrecking ball to the ivory tower of heteronormative science, demanding answers to why the world has been missing out on the wild, wonderful, and downright sexy side of nature.

There's no longer any doubt:
Nature's queer as f***!

Quotes

"Same sex pairs may have been here all along. We just never thought to check."

-Hinaleimoana Wong-Kalu

"Same sex pairs were right in front of us. I wonder what other queerness we're missing right in front of our eyes."

-Carin Bondar

"Homosexuality is absolutely everywhere. It plays such a huge role in every landscape on the planet."

-Carin Bondar

"Humans are definitely not the only species to exhibit homosexuality, but we are the only species to exhibit homophobia. And that's sad."

-Carin Bondar

"What could it look like to really see the world with all its diversity and complexity? How might we protect it differently and how might we see our own place within it?"

-Connel Bradwell

"I wonder how it would change if there were more queer voices within science?"

-Connel Bradwell

"Queer nature isn't just for queer people. Queer nature is biodiversity. That's it! That's what we're talking about!"

-Connel Bradwell

"[Q]ueerness is the rule, not the exception, and that actually it's never been more important for us to see every species for what they really are, and to help secure an environment in which they can thrive."

-Connel Bradwell

Suggested Posts

Please consider this sample copy. Feel free to adjust the copy to match your own social tone of voice. Use images from our Key Art File.

Post 1: Journey with naturalist @ConnelBradwell as he explores queerness and sexual diversity in nature #AnimalPrideDoc

Post 2: Discover the science behind same-sex parenting in seabirds, hermaphrodite slugs, and the century old hidden history of same-sex penguin behaviour #AnimalPrideDoc streaming now on _____

Post 3: Being queer is natural! Demanding answers to why the world has been missing out on the wild, wonderful, and downright sexy side of nature. Check out #AnimalPrideDoc at a local screening

Post 4: Happy Pride! Take a page from the book of #AnimalPrideDoc 's Hinaleimoana Wong-Kalu, @sharkgoddess808 it's not about what sex or gender you are, but who you vibe with. #PrideMonth #vibeon

PRESS CONTACT INFO



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ANIMAL PRIDE CALLS TO ACTION



Our "Calls to Action" for *Animal Pride* are:

- Queerness in nature is the rule not the exception
- Challenge biases in how we view and understand the natural world
- Celebrate diversity in science

We invite you to use our "Calls to Action" to inform your screening and your communication around celebrating *Animal Pride*.

Thank you so much!