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Heartland Roadshow Movie Screening at The Orchard School to Support “My Sandy Hook Family Fund”

(INDIANAPOLIS, Ind.) – Local nonprofit arts organization Heartland Truly Moving Pictures invites community members to attend a fundraiser at The Orchard School on Wednesday, Jan. 23, at 6:30 p.m. All proceeds will be donated to “My Sandy Hook Family Fund,” a relief fund established to support the 26 families who lost children and family members in the Sandy Hook Elementary School shooting in Newtown, Conn.

As part of its Heartland Roadshow community screening series, Heartland will partner with The Orchard School to show “Who Cares?”, a 2012 Heartland Film Festival Official Selection. “Who Cares?” is a film about people who are making changes, bringing solutions, generating huge social impact and most of all, inspiring people to do the same. It is a film that searches the world for brilliant people with simple solutions to difficult global issues. The goal of “Who Cares?” is to inspire people around the world to learn more about, become excited by and want to be engaged in the social entrepreneurship revolution.

“The movie ‘Who Cares?’ was meant to inspire people to act, to be conscious of their own power of transformation,” said the film’s director, Mara Mourão. “We are very honored to serve as a drop of hope in the lives of people who are helping the victims of the horrific tragedy that occurred in Connecticut. A true changemaker never rests until his/her dream becomes reality. We are sure American citizens are going to find a solution to not let all those lives be lost in vain. We would be very proud if this movie spreads a wave of hope and strength to all people involved in this cause.”

“As a supporter of the Heartland Film Festival and a mom whose children attend The Orchard School, I drew immediate parallels when I watched the film in October,” says Heartland volunteer/event organizer, Peggy Meyer. “‘Who Cares?’ is such a powerful, outward-focused film. I knew I wanted to help create another opportunity for our community to experience it and that The Orchard School would be the perfect partners to host the event. The term ‘social entrepreneur’ was new to me, and I love it. I identify with it and see so many young ‘social entrepreneurs’ walking through the hallways at The Orchard every day.”

Joseph P. Marshall, head of school at The Orchard School, hopes the event will make an impact on the community: “Being the host of this event, I see this documentary as an opportunity to illustrate to our students the importance of making a difference in the world by being active and participatory citizens. By all event proceeds being donated to ‘My Sandy Hook Family Fund,’ we convey to our students that we’re all connected, and that we can make a meaningful social impact.”

This is not the first fundraising movie event for Heartland Truly Moving Pictures. “In 2012 we launched the Heartland Roadshow where we go out in to the community with our own projection and sound equipment,” explained Heartland Chief Operations Officer Stuart Lowry. “We showcase inspiring films around Indiana and partner with other local nonprofits for unique fundraising opportunities. Last August we brought a film to the Zionsville Performing Arts Center, with proceeds going to the Zionsville Educational Foundation and the Humane Society of Indianapolis. We’re constantly seeking new partners and are thrilled to be working with The Orchard School to support the families of Sandy Hook Elementary School.”

The event will be hosted in The Orchard School Theater on Wednesday, Jan. 23 at 6:30 p.m. Orchard School is located at 615 W. 64th St. in Indianapolis. Tickets are \$7.00 and can be purchased at www.hfforchardwhocares.eventbrite.com/, or at the door prior to the event.

“Who Cares?” director Mara Mourão is scheduled to join the audience after the screening for a special question-and-answer video chat session via Skype. A welcome reception of light appetizers and drinks will be held in the Orchard School lobby prior to the screening. Learn more about the film at www.whocaresthefilm.com.

About Heartland Truly Moving Pictures

Heartland Truly Moving Pictures, a nonprofit arts organization, seeks to inspire filmmakers and audiences through the transformative power of film. Its flagship event, the Heartland Film Festival®, launched in 1991 and runs each October in Indianapolis, screening independent films from around the world. Each year, the Festival awards more than \$145,000 in cash prizes and presents its Festival Awards to the top-judged submissions. Heartland has awarded more than \$2.5 million to support filmmakers during the last 20 years. The organization’s Truly Moving Picture Award was created to honor films released theatrically that align with Heartland’s mission. By bestowing this award seal to honored films, the award allows studios and distributors to inform audiences of a film’s transformative power and appeal. Heartland is also dedicated to cultivating youth, and thus created the Heartland Institute to provide innovative educational and outreach programs that enrich the minds and lives of youth and aspiring filmmakers. Heartland shares inspiring films year-round in the community through the Heartland Roadshow, bringing meaningful films across Indiana. For more information, visit TrulyMovingPictures.org.

About The Orchard School

Founded in 1922, The Orchard School provides a progressive, child-centered education that puts the child’s needs first to over 600 students in preschool through eighth grade. An Orchard education includes a well-rounded program of core academics, visual and performing arts, and physical education and development of the whole child: cognitive, social-emotional, physical, and ethical. For more information, visit Orchard.org.

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