



Films for

Disability Pride Month

kanopy

Films that matter

Kanopy.com

#DisabilityPrideMonth

July is Disability Pride Month. This month marks the 1990 enactment of the Americans with Disabilities Act. This law extends civil rights protections to persons with disabilities and assured that all Americans would benefit from their unique contributions. We are honoring those with disabilities and paying homage to those that support and care for these members of our communities with this curated collection of films. To help you spread the word to your patrons about our Disability Pride Month collection, we've prepared this marketing toolkit to assist in your messaging efforts.

View the full Disability Pride Month collection at www.kanopy.com/category/64948.

Looking to share our Disability Pride Month collection with your community? Look no further than our monthly toolkit additions available on the Digital Marketing Resources Page for our **U.S.**, **Canadian**, and **Australian/New Zealand** markets.

List of Toolkit Items

7

General Announcements

Images that present our Disability Pride Month Collection, sized for various social media platforms (specifically Facebook, Twitter and Instagram), as well as print and screen images.

5

Title-Specific Assets

A set of images extracted from the larger collection that highlight specific titles.

2

Suggested Copy

Two options that you can copy and paste into your messaging across social media and email.

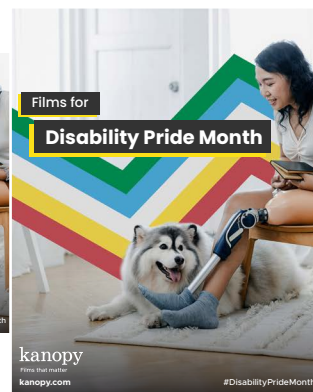
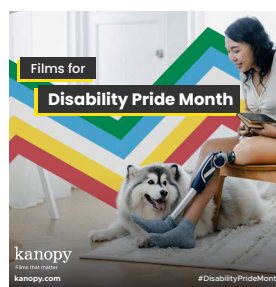
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General Announcement & Title-Specific Assets

To download the general announcements for our Disability Pride Month collection, visit the Digital Marketing Resources Page for our **U.S.**, **Canadian**, and **Australian/New Zealand** markets.

And remember, you can always add your library logo to any of these images to remind your patrons that they can access Kanopy through your digital offerings.

See example below.



Social Media/Newsletter Copy

Version 1

To celebrate **#DisabilityPrideMonth**, Kanopy has curated a collection of thoughtful documentaries and narrative films featuring those living with disabilities. To access the collection through (insert library name here), go to **www.kanopy.com/category/64948**.

Version 2

Established in recognition of the Americans with Disabilities Act, **#DisabilitiesPrideMonth** is celebrated each July to honor the stories of those living with disabilities. Join us as we explore those stories with this collection of films on Kanopy at **www.kanopy.com/category/64948**.

Campaign Start and End Dates

We'll be launching our Disability Pride Month campaign on July 1, 2024. We encourage our library partners to use the provided materials to spread the word in your community. If you have any questions about the items contained in this toolkit, feel free to reach out to us at **marketing@kanopy.com**.

Respectfully,
The Kanopy Team