



# FILMS FOR ASIAN AMERICAN & PACIFIC ISLANDER HERITAGE MONTH

kanopy

Films that matter

Kanopy.com

#AAPIHeritageMonth

Asian American and Pacific Islander Heritage films serve as captivating windows into the cultures, histories, and experiences that make up the diverse communities within the vast expanse of Asia and the Pacific Islands. These cinematic works not only showcase the unique narratives of Asian Americans and Pacific Islanders but also offer a lens through which audiences can explore the nuances of identity, migration, and resilience. From compelling stories rooted in tradition to contemporary explorations of diaspora and acculturation, these films provide a platform for underrepresented voices, fostering understanding, empathy, and appreciation for the multifaceted heritage that contributes to the vibrant mosaic of the Asian American and Pacific Islander experience.

You can review our AAPI Heritage Month collection, film synopses and other details at <https://www.kanopy.com/category/14214>. Plan ahead and keep an eye out for other monthly toolkit additions on our Digital Marketing Resources Page for the **U.S.** or **Canadian** markets.

## List of Toolkit Items

7

### General Announcements

Images that present our AAPI Heritage 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.

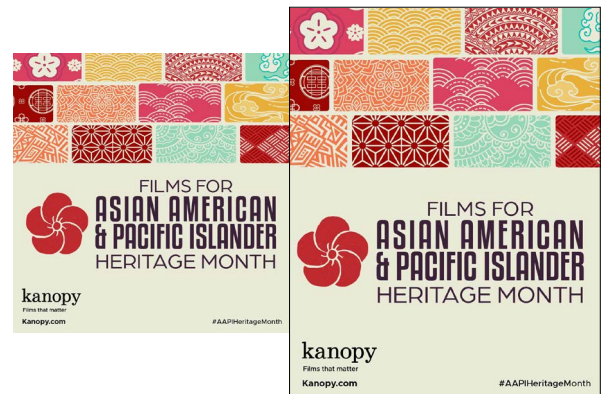
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## General Announcement & Title-Specific Assets

To download the general announcements for our AAPI Heritage Month Collection, visit our Digital Marketing Resources Page for the **U.S.** or **Canadian** 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

Dive into the rich tapestry of Asian American and Pacific Islander Heritage with free access to a curated collection of AAPI films on the Kanopy app. From compelling narratives to thought-provoking documentaries, embark on a cinematic journey that celebrates the unique cultures within the AAPI community. Access the collection here: <https://www.kanopy.com/category/14214>

### Version 2

Kanopy offers free access to an impressive lineup of Asian American and Pacific Islander Heritage films. Immerse yourself in the rich stories that highlight the diverse experiences, traditions, and histories of the AAPI community. From heartwarming dramas to eye-opening documentaries, there's something for everyone. Grab your popcorn and start streaming now to celebrate and appreciate the incredible contributions of Asian Americans and Pacific Islanders in the world of cinema.

<https://www.kanopy.com/category/14214>

## Campaign Start and End Dates

We'll be launching our AAPI Heritage Month campaign on May 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](mailto:marketing@kanopy.com).

Respectfully,  
The Kanopy Team