

From: Shannon Craig Straw [<mailto:Shannon@westendstrategy.com>]
Sent: Wednesday, March 09, 2016 3:10 PM
To: Mayor's Press Office
Subject: Mayor to attend NYC premiere of "Making a Killing: Guns, Greed and the NRA"

For Immediate Release:

Date: March 9

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*****New York City Premiere March 16*****

Making a Killing: Guns, Greed, and the NRA

Thousands to gather in churches, movies theaters, medical schools and private homes to organize, strategize and fight back against policy that puts the safety of all us in danger

NEW YORK – *Making a Killing: Guns, Greed, and NRA*, the latest feature from [Brave New Films](#), will premiere in New York City on March 16, with an introduction by Mayor Bill de Blasio. The screening is free and open to the public. The New York event helps kick off one of the widest distributions ever of a documentary film that will result in more than 1,000 screenings around the country. Overall, with online viewing, the film will reach approximately one million people, providing them with the information they need about the connection between the gun industry and the National Rifle Association to effectively promote change. Each screening will be followed by a strategy session to plan actions that will have a meaningful impact on the policies and politics that have led to an epidemic of gun violence in America.

Making a Killing investigates the deep ties between the gun industry and the NRA and draws the inescapable conclusion that the NRA is less a powerful citizens army than a sales and marketing division for gun companies. Its job is to sell fear and anger because fear and anger sell guns and gun sales support the lavish lifestyles and outsized paychecks of gun industry moguls and NRA leadership. This overall story is told through individual, personal and wholly avoidable tragedies that leave gaping holes in families and tear apart communities.

"*Making a Killing* makes it clear: as the number of innocent Americans lost to gun violence continues to rise, NRA bigwigs line their pockets with gun manufacturers' blood money," said Mayor de Blasio. "That's why we are working to divest NYC from assault weapon manufacturers. We need to take back the conversation around gun violence and gun control in this country, untwist the web of rhetoric from the pro-gun lobby, and push congress to enact common sense gun legislation now."

WHAT: Public premiere of *Making a Killing: Guns, Greed, and the NRA*

WHEN: Wednesday, March 16

- Doors open at 6:30 p.m.
- Film at 7 p.m.
- Panel discussion at 8:45 p.m.

WHERE: Downtown Community Television Center (DCTV)

[87 Lafayette Street, New York, NY 10013](#)

WHO:

- The Honorable Bill de Blasio, Mayor of New York
- Robert Greenwald, Brave New Films Founder
- Margaret Huang, Executive Director, Amnesty International
- Leah Barrett, Executive Director, New Yorkers Against Gun Violence
- Reverend Patrick O'Connor, First Presbyterian Church & Metro IAF/Do Not Stand Idly By
- The Nation
- Amnesty International
- Democracy for America

Greenwald launched Brave New Films in 2000 after a career in Hollywood. The studio makes films designed to inform, agitate and mobilize Americans on issues that matter. These include short films on issues such as gun violence and [race](#) and long-form investigative documentaries that offer unique perspectives on press problems facing our democracy.

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