

## AUSSIE RULES THE WORLD PROMOTIONAL TEXT OPTIONS

- 1) Facebook
- 2) Tweeting
- 3) Eblast /Newsletter
- 4) About the Film Synopsis

### 1) FACEBOOK:

We would be delighted if you would tag us in your posts. To do so, please follow us on [Facebook](#).

Note - there is a limit of 420 characters in Facebook status updates. However you may also create a Facebook Event for the screening to invite friends and track attendance. For more see <http://www.facebook.com/help/?topic=events>)

**Text:** Join us (date time) at (location) for a promotional screening of the new documentary Aussie Rules The World about Brett Kirk's mission to uncover people's passion for footy in unexpected corners of the globe. Narrated by Award Winning actor David Wenham – this film introduces the audience to a brand new world of footy in the fast changing landscape of international sports. Footy will never be the same. For tickets please visit (link)

### 2) TWEETING:

Please follow us on Twitter @AussieRulesFilm. Note there is a limit of 140 characters in Facebook status updates.

**Text:** Come to our @AussieRulesFilm screening on (date)! For tix see (link)

### 3) EBLAST/NEWSLETTER:

Join us (date time) for a promotional screening of the new documentary **AUSSIE RULES THE WORLD** at (location).

Why would we keep the greatest game in the world a secret?

Australia's national game is under threat from all world sports. Now the AFL must find new ways to survive in this global market. **AUSSIE RULES THE WORLD** follows AFL superstar Brett Kirk on an international mission to save the game. Narrated by award winning actor David Wenham- this film uncovers people's

passion for footy in unexpected corners of the globe. Footy will never be the same!

**AUSSIE RULES THE WORLD** is a groundbreaking feature uncovering people's passion for footy in unexpected corners of the globe. The Los Angeles Dragons risking football without helmets, the Zagreb Hawks in Croatia up early to mow the field before the bounce, the Kwa Zulu Natal Eagles in South Africa singing their bravery into each game and the Denmark Vikings who must play AFL in ice and snow.

Narrated by Award Winning actor David Wenham - *AUSSIE RULES THE WORLD* introduces the audience to a brand new world of footy in the fast changing landscape of international sports. Footy will never be the same.

Can this uniquely national game of AFL make it on the world stage?

This screening will benefit (organization, if applicable) and tickets can be purchased at (link or instructions for tickets).

#### **4) ABOUT THE FILM**

**(Please feel free to use this text in any of your materials)**

Why would we keep the greatest game in the world a secret?

Australia's national game is under threat from all world sports. Now the AFL must find new ways to survive in this global market. **AUSSIE RULES THE WORLD** follows AFL superstar Brett Kirk on an international mission to save the game. Narrated by award winning actor David Wenham- this film uncovers people's passion for footy in unexpected corners of the globe. Footy will never be the same!

After retiring from his role as Premiership Captain at the Sydney Swans Brett Kirk is hired as the AFL's international Ambassador. He is the perfect man for this demanding role as he is an inspiring leader, relentless opponent and proud mentor to many young players across the football world. The film follows this exciting and personal journey with Kirky, his wife Hayley and 4 children as they travel through 23 countries in 6 months introducing the infamous Australian AFL sherrin football to hundreds of would be enthusiasts. Does the world have what it takes?

This fabulous footy odyssey takes Brett and the audience through the war torn streets of Jerusalem to meet the unlikely Palestinian/Israeli 'Peace Team' and onto India as Brett searches for a space of open field in cricket mad Mumbai. In the film we meet the Los Angeles Dragons risking football without helmets, the Zagreb Hawks in Croatia must rise early to mow the field before the bounce and the Kwa Zulu Natal Eagles in South Africa sing their bravery into each game. Brett comments, "There is so much passion for the game outside Australia- why wouldn't we share it with the rest of the world?"

Taking the Australian indigenous game out to the world is an epic task. Why bother when AFL is the number 1 sport inside Australia and has been played for over 150 years? In living rooms, bedrooms, offices, trams and taxis we are now being inundated with access to world sports across all media platforms 24/7. The traditional Australian sports landscape is undergoing a radical change. **AUSSIE RULES THE WORLD** explores these shifting times when audiences, athletes and the media dollar now competing in an international arena and AFL must look to position itself in this global market.

**AUSSIE RULES THE WORLD** unfolds a drama of great success and failure as the world teams converge on Australia to compete in the AFL International Cup. International athletes proudly wear their national jumper as they go head to head with a wide range of AFL players from across the world. The film brings together a spectacular display of footy styles, songs, languages, passion, tears and commitment that are beginning to shape the way the game is played forever.

This film is for all footy fans, international sports fans and families across Australia who want to catch a glimpse of the beginning of this remarkable journey as AFL goes viral.