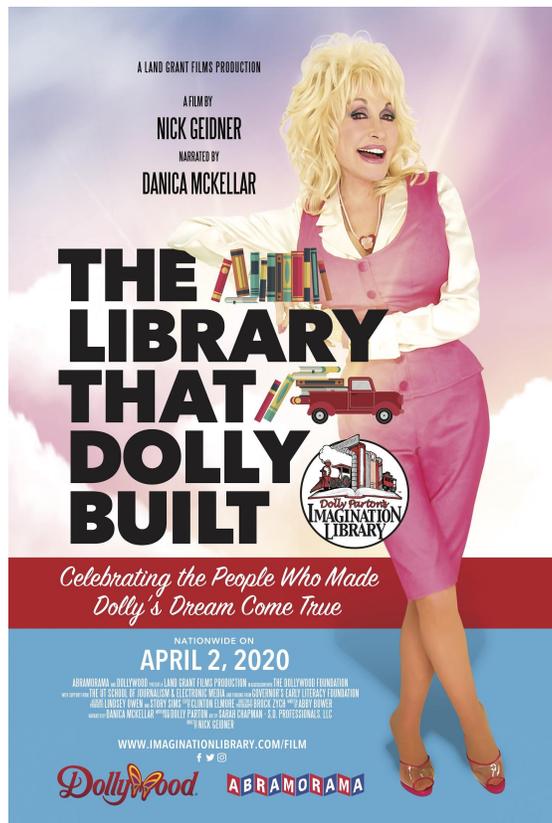


ABRAMORAMA

DOLLYWOOD AND ABRAMORAMA IN ASSOCIATION WITH
THE DOLLYWOOD FOUNDATION PARTNER ON THEATRICAL RELEASE OF
THE LIBRARY THAT DOLLY BUILT



One-night nationwide event in 325+ theaters on April 2, 2020

New York, NY, Pigeon Forge, TN – March 4, 2020 – Dollywood and Abramorama in association with The Dollywood Foundation have partnered to release *THE LIBRARY THAT DOLLY BUILT*, a behind-the-scenes look at Dolly Parton's literacy-focused non-profit, Imagination Library. The one-night event will be integrated with Imagination Library affiliate partners in multiple communities around the country and is set for screenings in over 325+ locations on Thursday, April 2, 2020. Dolly Parton created the Imagination Library to inspire a love for books and reading amongst the nation's preschool children. Since inception in 1995, the Imagination Library has gifted more than 135 million books to children and is currently gifting books to 1.45 million children around the world each month. The Imagination Library affiliates screening the film will receive 50% of box office proceeds to further their year-round efforts.

Dolly Parton said, "I always felt we owed the world a better and deeper understanding of the Imagination Library but the stars never quite aligned. When Nick Geidner came to us with his unique vision and talent, I knew the time had come to make this film. I am a charter member of the Dream More Club so with the help of Abramorama, Dollywood and all of our community partners, we hope to make a big splash in theaters all across the country on April 2. We have come a long way but there is so much left to do!"

THE LIBRARY THAT DOLLY BUILT, directed and produced by journalism professor and director of Land Grant Films **Nick Geidner**, and narrated by **Danica McKellar**, goes behind the scenes of Dolly Parton's literacy-focused non-profit, **Imagination Library**, to show how one of the most famous and beloved performers in the world has developed an efficient and effective program for spreading the love of reading. Imagination Library started as a gift for the children in Dolly's hometown, Sevierville, Tennessee, and is now active in all 50 states, and 5 countries, gifting 1.45 million free, age-appropriate books to children every month. The film also provides a glimpse of the profound impact the Imagination Library has on the people through original interviews with authors, policy makers, Imagination Library staff, recipients, and the legend herself, Dolly Parton. Woven throughout the film is a biographical sketch of Dolly Parton, featuring rare photos and films from her childhood. Unlike most biographies of Dolly, it doesn't focus on her music. Instead it demonstrates that at every point in her career, any time she has had success, Dolly Parton has come back to Sevierville to give back to her people.

Abramorama commented, "Dolly Parton is an American icon well beyond her musical and acting talents. Her vision to tackle illiteracy with her foundation has improved the lives of millions of children and will continue to do so for years to come. All of us at Abramorama are honored to collaborate with Dollywood, The Dollywood Foundation and Imagination Library to help get the story of Dolly's literacy program to fans around the world. Amazing as her foundation is, only one person on this planet can say she's gifted over **one-hundred-million** books to children...Dolly Parton!"

We Invite You To Share the The Library That Dolly Built Trailer – www.youtu.be/mkISoawilB8

THE LIBRARY THAT DOLLY BUILT (USA, 74 Minutes, English – Unrated) – ABRAMORAMA and DOLLYWOOD present A LAND GRANT FILMS PRODUCTION in association with THE DOLLYWOOD FOUNDATION with support from THE UT SCHOOL OF JOURNALISM & ELECTRONIC MEDIA and funding from GOVERNOR'S EARLY LITERACY FOUNDATION. Associate Producers LINDSEY OWEN and STORY SIMS. Edited by CLINTON ELMORE. Director of Photography BROCK ZYCH. Written by ABBY BOWER. Narrated by DANICA MCKELLAR. Art by SARAH CHAPMAN – S.D. PROFESSIONALS, LLC. With Music From DOLLY PARTON. Directed by NICK GEIDNER. **AN ABRAMORAMA NORTH AMERICAN THEATRICAL RELEASE.**

For more information, screening info and ticketing please visit www.imaginationlibrary.com/film

About The Imagination Library

Dolly Parton's Imagination Library is a book gifting program that mails free, high-quality books to children from birth until they begin school, no matter their family's income. After launching in 1995, the program grew quickly. First books were only distributed to children living in Sevier County, Tennessee where Dolly grew up. It became such a success that in 2000 a national replication effort was underway. By 2003, Dolly Parton's Imagination Library had mailed one million books. It would prove to be the first of many millions of over 135 million books gifted to children around the world. Dolly's home state of Tennessee pledged to pursue statewide coverage in 2004 and global expansion was on the horizon. After the United States, the program launched in Canada in 2006 followed by the United Kingdom in 2007, Australia in 2013 and the Republic of Ireland in 2019. For more information visit imaginationlibrary.com.

About Land Grant Films

Land Grant Films is a documentary program housed in the School of Journalism and Electronic Media at the University of Tennessee, Knoxville. The program's mission is to provide UT students with real-world experience in documentary storytelling while providing local non-profit organizations with video assets that can be used to raise awareness and funds. Land Grant Films builds strong service-learning relationships with local non-profit organizations and works with its students to tell the stories of the people and issues affected by these organizations. Numerous UT students worked on the crew of this film, making it - like the Imagination Library - an amazing educational opportunity. For more information visit landgrantfilms.org.

About The Dollywood Foundation

The Dollywood Foundation was created in 1988 by Dolly Parton to inspire the children in her home county to achieve educational success. Initial efforts focused on decreasing the drop out rate in the county's high school. In the early 90's Dolly promised every 7th-grade and 8th-grade student she would personally give them \$500 if they graduated from high school. This effort, called the Buddy Program, reduced the drop out rate for these two classes from 35% to 6%. More importantly, the program catalyzed the community to provide additional resources to sustain this improvement in the dropout rate. In 2016, The Dollywood Foundation led Dolly's efforts to assist families who lost their homes during the devastating wildfires which swept through her home county. The Foundation's My People Fund distributed over \$12,000,000 in direct assistance to over 900 families in Sevier County. For more information visit dollywoodfoundation.org.

About Dollywood

The Dollywood Company consists of the 150-acre Dollywood theme park; the 35-acre Dollywood's Splash Country; Dollywood's DreamMore Resort and Spa; and Dollywood's Smoky Mountain Cabins. As unique as its namesake and owner Dolly Parton, Dollywood is the 2010 Applause Award winner, the theme park industry's highest accolade; winner of more than 35 Golden Ticket Awards; and recipient of 26 Brass Ring Awards for Live Entertainment (more than any other theme park in the world). The park is located close to the Great Smoky Mountains National Park and has been named a top three US theme park by USA Today on multiple occasions. Dollywood is open nine months a year (mid-March through early January) and offers rides and attractions, shows, and crafters authentic to the East Tennessee region. For more information, call 1-800-Dollywood or visit dollywood.com.

About Abramorama

Abramorama is the preeminent global theatrical distribution and rights management partner for documentary and music films and is recognized for the consistent high quality of its work on award winning feature films. An innovator in the focused, personalized form of film marketing, promotion, distribution and event cinema, Abramorama provides invaluable alternatives to filmmakers while continuing to trail-blaze exciting new pathways for filmmakers to find their audience.

Over the course of nearly 20 years, Abramorama has successfully distributed and marketed hundreds of films, including Ron Howard's Grammy Award®-winning *The Beatles: Eight Days A Week – The Touring Years*; Stanley Nelson's *Miles Davis: Birth of The Cool*; Atlantic Records and Melanie Martinez' *K-12*; John McDermott's *Jimi Hendrix: Electric Church*; Amir Bar-Lev's *Long Strange Trip – The Untold Story of the Grateful Dead*; Tabbert Fiiller's *The Public Image Is Rotten*; Danny Clinch and Pearl Jam's *Let's Play Two*; Corbett Redford and Green Day's *Turn It Around: The Story of East Bay Punk*; John Scheinfeld's *Chasing Trane – The John Coltrane Documentary*; Roberta Grossman and Nancy Spielberg's *Who Will Write Our History*; Brett Bern's *BANG! The Bert Berns Story*; Brett Morgen and National Geographic's seminal *Jane*; Charles Ferguson's *Time To Choose*; Asif Kapadia's *Senna*; Neil Young's vast catalog of *Bernard Shakey Productions*; Cameron Crowe's *Pearl Jam Twenty*; Sacha Gervasi's *Anvil! The Story of Anvil*; Banksy's Academy Award® nominated *Exit Through the Gift Shop*; the surprise indie hit *Awake: The Life of Yogananda*; Laurie Anderson's astonishing New York Times critics' pick, *Heart of a Dog*; National Board of Review Winner *Listen to Me Marlon*; 2016 Documentary Academy Award®-nominee and IDA Best Documentary Winner *The Look of Silence*; and the episodic multi-platform series *Deconstructing The Beatles*. Abramorama is a founding partner of *The Seventh Art Stand* program, an act of cinematic solidarity against Islamophobia, that ran in more than 50 theaters across the United States in May of 2017. Abramorama recently launched a conscious films imprint, Mangurama, alongside its music-centric film fund focused on the global release of iconic music documentaries. For more information visit abramorama.com.