



CROWN HEIGHTS premiered in competition at the 2017 Sundance Film Festival and won the prestigious Audience Award for U.S. Dramatic Film. Released on August 18, 2017, by Amazon Studios and IFC Films, the film's initial fan base largely comprised festival attendees. Amazon engaged Jo Jensen and her team to cultivate a community of college-aged fans and criminal justice reform experts to champion the film both offline and online prior to its Amazon streaming platform debut in mid-August 2017. In addition, they recruited 890 influencers to champion the film online, expanding its reach to 5.6 million people.

### ELEVATING IMPACT: AMAZON + HBCU PARTNERSHIP

Throughout August 2017, Jo and her team orchestrated a series of eight dynamic advanced screenings of CROWN HEIGHTS, partnering with 27 organizations nationwide, reaching millions, and sparking vital discussions on criminal justice reform. These eight buzz-building screenings were hosted by key influencers from tech policy companies, HBCUs, and the entertainment industry.

Their collaborative efforts brought together a diverse array of partners, including Historically Black Colleges and Universities (HBCUs), media outlets, and criminal justice reform advocates, amplifying the impact of CROWN HEIGHTS and fostering dialogue in communities from Brooklyn to Los Angeles.

