



SYNOPSIS 2008. Barack Obama is running for president of the United States. At the same time, Academy Award®-winning actor Morgan Freeman offers to pay for the senior prom at Charleston High School in Mississippi under one condition: the prom has to be racially integrated. Even though their classrooms have been integrated for decades, black and white students have always had separate proms...until now. **PROM NIGHT IN MISSISSIPPI** captures a big moment in a small town, where hope finally blossoms in black, white, and a whole lot of taffeta.

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PROM NIGHT IN MISSISSIPPI

A fascinating look at one small town facing a big change

- Premiered on HBO June 29, 2009.
- An official selection and nominee for the Grand Jury Prize at the 2009 Sundance Film Festival, named Top Ten Audience Favourite at HotDocs, and winner Best Documentary Feature at AFI Dallas International Film Festival.
- Featuring Academy Award® winner Morgan Freeman, the film offers a surprising contrast to the general perception of the “post-racial” America of Obama in 2008.
- Timed to release for Black History Month.
- Grassroots marketing outreach will include promotions and clips offered to political and black interest sites as well as fans of Morgan Freeman.
- PR campaign will leverage interviews, Q&As, etc. with Morgan Freeman and include outreach to political and black interest sites and publications, as well as Mississippi outlets.

PRODUCT INFORMATION

Prebook: Dec 8

SRP: \$26.95 U.S.
FORMAT: Single
PACKAGING: Standard Amaray
LENGTH: Approx. 90 mins. + extras
GENRE: Documentary
YEAR: 2008

Release: Jan 26

LANGUAGE: English
COLOR: Yes
WIDESCREEN: Yes
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

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