



# A BRAVE HEART: THE LIZZIE VELASQUEZ STORY

Buzz Sheets



# A BRAVE HEART: THE LIZZIE VELASQUEZ STORY

AVAILABLE IN SELECT THEATERS, ON DEMAND + DIGITAL HD: 9/25/15

HOME VIDEO: 1/5/16

## SYNOPSIS:

A BRAVE HEART: The Lizzie Velasquez Story is a documentary following the inspiring journey of 26-year-old, 58-pound Lizzie from cyber-bullying victim to anti-bullying activist. Born with a rare syndrome that prevents her from gaining weight, Elizabeth "Lizzie" Velasquez was first bullied as a child in school for looking different and, later online, as a teenager when she discovered a YouTube video labeling her "The World's Ugliest Woman." The film chronicles unheard stories and details of Lizzie's physical and emotional journey up to her multi-million-viewed TEDx talk, and follows her pursuit from a motivational speaker to Capitol Hill as she lobbies for the first federal anti-bullying bill.

## WEBSITE:

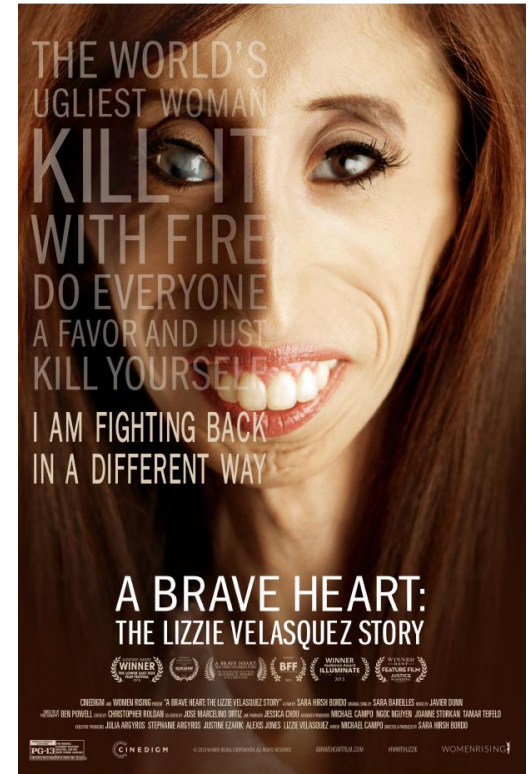
[ImWithLizzie.com](http://ImWithLizzie.com)

## SCREENING LINK:

<http://cinedigmscreeningroom.com>

abraveheart

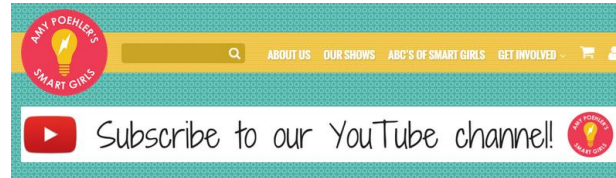
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# Press Breaks

## OVER 300M IMPRESSIONS!

- Huffington Post
- Amy Poehler's Smart Girls
- USA Today
- Today.com
- AdCouncil.com
- People.com
- Access Hollywood Live
- Daily Mail
- Slashfilm.com
- BuzzFeed
- Yahoo Parenting



WE'RE WITH LIZZIE: HOW YOU CAN SUPPORT THE FIRST US ANTI-BULLYING BILL

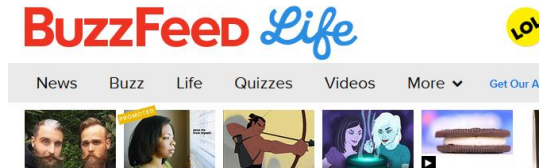


### Teen Called 'World's Ugliest Woman,' Now Grown Up, Starring in New Documentary

**Beth Greenfield**  
Senior Writer  
Yahoo Parenting  
March 20, 2015



Lizzie Velasquez, now 26, credits a life of bullying for making her the empowered motivational speaker she is today. Photo courtesy of "A Brave Heart."



### 21 Beauty Icons Who Aren't Marilyn Monroe

"Marilyn Monroe she's quite nice, but why all the pretty icons always all white?" -Jay-Z

posted on Aug. 9, 2015, at 9:00 a.m.  
Essence Gant  
BuzzFeed Staff

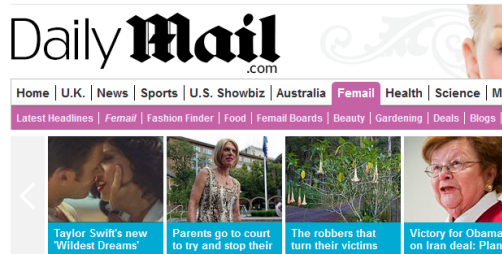


Lizzie Velasquez was 17 when she discovered herself on a YouTube video where people were calling her "the world's ugliest woman." The bullying only inspired Velasquez, who is now 26, to become a motivational speaker and film a documentary, *A Brave Heart*.

She educates millions of people on her rare diseases, Marfan syndrome and lipodystrophy, which hinder her from gaining weight. Velasquez is an antibullying activist — and basically the most badass superbeauty ever!

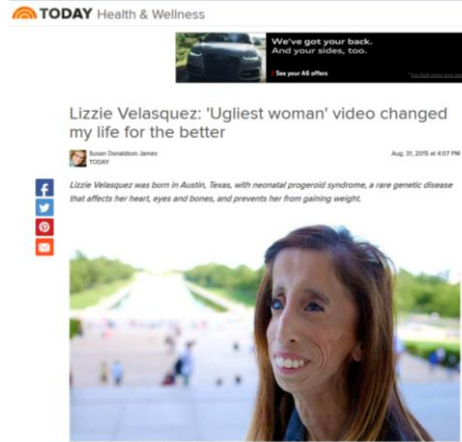


# Press Breaks

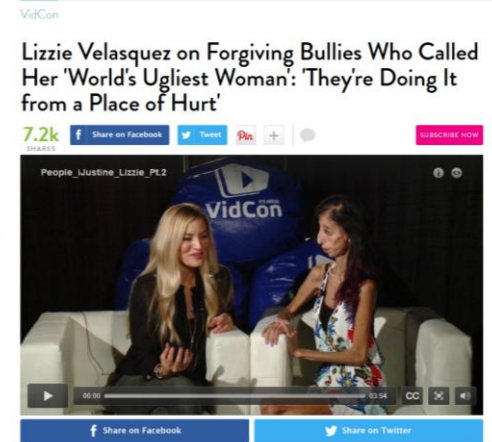


## 'My story is everyone's story': 26-year-old with rare genetic disorder who was once labeled the 'world's ugliest woman' insists she's better off thanks to cruel bullies

- Lizzie Velasquez was born with a rare syndrome that gives her an aged appearance and makes it hard for the 63lb woman to gain weight
- When she was 17, someone posted a video of her online and strangers made awful comments, telling her to kill herself
- Since then, the Texas resident has made a career as a motivational speaker, giving a TED talk that earned over eight million views
- A new documentary about her life, A Brave Heart, premieres in Septembe



When she was 17, Velasquez faced an onslaught of cyber-bullying, as strangers on YouTube labeled her the "Ugliest Woman in the World." Comments were cruel: "Why did your parents keep you?" and "Kill it with fire." But today, at 26 and only 63 pounds, Velasquez stands strong as an anti-bullying activist. A documentary on her life and work, "A Brave Heart," premieres Sept. 25. She has also partnered with



BY MARIA YAGODA @marriayagoda 8/24/2016 AT 11:30 AM EDT

YouTube star Justine Ezarik and activist Lizzie Velasquez sat down at VidCon on Thursday to chat about an issue that plagues both the Internet famous and the Internet anonymous: bullying.



### Lizzie Velasquez, Called 'Monster' Online, Creates New, Safe Space For Bullying Victims

When she was a teen, Velasquez saw a commenter online labeled her "World's Ugliest Woman."

Eleanor Goldberg  
HuffPost Editor, The Huffington Post

Posted: 08/31/2016 02:59 PM EDT



When Lizzie Velasquez was a teenager, the Internet was nothing short of a hateful place. But as

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### LIZZIE VELASQUEZ SHARES HER INSPIRING STORY

Powered by Q&ST

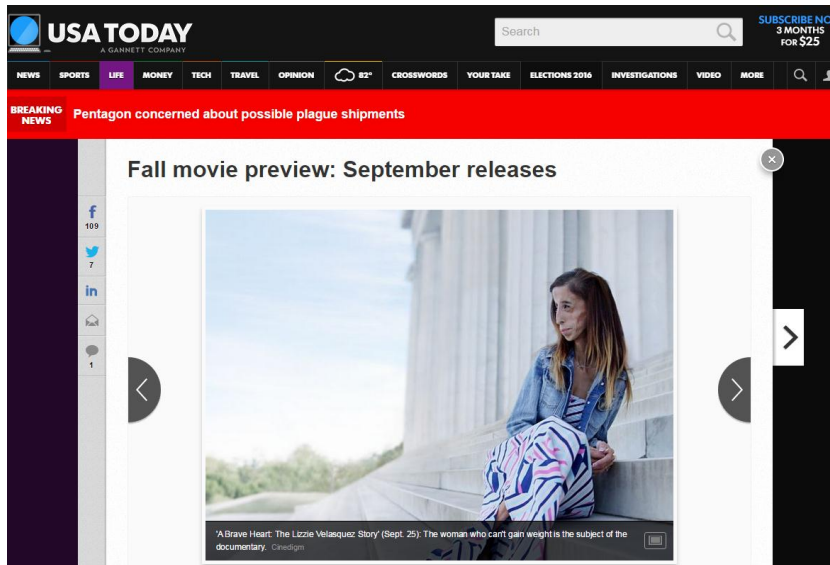


# Press Breaks

“★★★★ An important movie for parents and kids.” - *Common Sense Media*

“★★★★ Inspiring beyond belief.” - Scott Mantz, *Access Hollywood*

“It’s imperative that kids all ages see this beautiful, inspiring film. Lizzie is this year’s real superhero.” - Chase Whale, *Hammer to Nail*



25 Independent Movies We're Excited to See in Fall 2015  
Posted on Monday, August 31st, 2015 by [Dus Fischer](#)



## A Brave Heart: The Lizzie Velasquez Story

(September 25) The documentary about Lizzie Velasquez has been rending hearts as it took the spotlight in preview screenings over the last couple months, thanks to an impossible to resist story of determination and motivation.

A BRAVE HEART follows the inspiring journey of 26-year-old, 63-pound Lizzie from cyberbullying victim to anti-bullying activist. Born with a rare syndrome that prevents her from gaining weight, Elizabeth "Lizzie" Velasquez was first bullied as a child in school for looking different. As a teenager, she was bullied even more prominently online when she discovered a YouTube video labeling her "The World's Ugliest Woman." The film chronicles unheard stories and details of Lizzie's physical and emotional journey up to her multi-million viewed TEDxAustinWomen talk (#1 TEDWomen event of 2013) and follows her evolution as motivational speaker and activist as she lobbies Congress for the first federal anti-bullying bill; the Safe Schools Improvement Act (SSIA). The film features private moments with Lizzie's family including her parents, Rita and Lupe, and siblings Chris and Marina Velasquez. Also appearing in the doc are anti-bullying advocate and Founder of the Megan Meier Foundation, Tina Meier, anti-bullying expert Dr. Bob Faris and Congresswomen Linda Sanchez, author of SSIA.

# Press Breaks

- For more press visit [IMWITHLIZZIE.COM](http://IMWITHLIZZIE.COM)



# Website – Created in partnership with Tumblr.

- Launched 8/28/15
- Lizzie became a **trending topic** on social after website launch and major press pickup

The screenshot shows the website interface for the documentary. At the top, there's a navigation menu and a 'SHARE THE FILM' button with a 'A BRAVE HEART on tumblr' link. The main header features the text 'IN THEATERS | ON DEMAND | DIGITAL HD' and 'SEPTEMBER 25'. Below this is a 'THEATERS & SHOWTIMES' button. A central row of three buttons reads 'HOST A SCREENING', 'WATCH NOW', and 'LICENSE THE FILM', each with a 'tugg' logo. A large play button icon is labeled 'PLAY TRAILER'. The main title 'A BRAVE HEART: THE LIZZIE VELASQUEZ STORY' is prominently displayed. Below the title are several award logos, including 'WINNER THE LOWER EAST SIDE FILM FESTIVAL 2015', 'WINNER AUDIENCE AWARD ILLUMINATE 2015', and 'WINNER BEST FEATURE Young Jury Awards 2015'. On the right side, there's a 'TRENDING' sidebar with a list of social media posts. The post for 'Lizzie Velasquez: Documentary About Woman With Rare Congenital Disease Set to Release Sept. 25' is highlighted with a red box. Below the trending list is a '#IMWITHLIZZIE' hashtag section with social media icons and a 'NEWSLETTER SIGN-UP' form with a 'GO!' button. The bottom of the page includes a 'CREDITS' section and a copyright notice: '© 2015 WOMEN RISING CORPORATION. ALL RIGHTS RESERVED'.

# Social: Facebook

- Lizzie became a **social trending topic** on 9/1 after her website launch and major pickup, including from The Today Show
- Today Show + Amy Poehler's Smart Girls + Tumblr. = **10M impressions**



INTERACTIVE

ACTIVE

Lizzie Velásquez: Documentary About Woman With Rare Congenital Disease Set to Release Sept. 25

The documentary, "A Brave Heart: The Lizzie Velásquez Story," follows the life of Velásquez, who has neonatal progeroid syndrome. She became a motivational speaker after being bullied.

Top Posts Latest Posts

Involved in This Story

A Brave Heart: The Lizzie Velásquez Story

Documentary to release Sept. 25 (9) · 6 hrs ·

Thank you TODAY.com for featuring our new website and our social action efforts on Tumblr with the #SafeSchoolsImprovementAct in your article! Help raise awareness and take a stand against bullying by reaching out to your Congressmembers! Visit [mWithLizzie.com](http://mWithLizzie.com) and we'll tell you how!

Lizzie Velásquez: 'Ugliest woman' video changed my life



TRENDING

- Steve Backshall: BBC Presenter Interrupts Live Interview After Spotting a Blue Whale
- Kanye West: Artist Says He Will Run for President in 2020 in Acceptance Speech at VMAs
- Lizzie Velásquez: Documentary About Woman With Rare Congenital Disease Set to Release Sept. 25**
- Fun Home: Some Incoming Freshmen at Duke University Refuse to Read Summer Reading Selection
- Wes Craven: Writer and Director Known for His Horror Films Dies at 76 After Battling Brain Cancer
- Pope Francis: Pontiff Says Catholic Priests Can Forgive Women, Doctors for Abortions in Jubilee Year
- Halo 5: Guardians: Cinematic Opening for New Video Game Released
- Sprinkles Cupcakes: Bakery Chain to Open Cupcake-Dispensing ATM in Nashville, Tenn.
- New Mexico State Police: Officials Issue Amber Alert for Missing 4-Year-Old Boy
- Michelle Carter: Trial for Teen Accused of Encouraging Friend's Suicide to Begin Oct. 2

GAMES YOU MAY LIKE

Family Guy: The Quest for Stuff

1 million players

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Today Show

Yesterday at 2:12pm ·

"I have no idea who the person was who called me the 'ugliest woman in the world.' I don't know if it's a man or a woman. I wish I did. I would send thank you card and flowers because that video changed my life for the better."

Lizzie Velásquez: 'Ugliest woman' video changed my life for the better

Lizzie Velásquez was born in Austin, Texas, with neonatal progeroid syndrome, a rare genetic disease that affects her heart, eyes and bones.

TODAY.COM | BY SUSAN DONALDSON JAMES

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22,136 people like this. Most Relevant ·

1,820 shares



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Smart Girls · [www.smartgirls.com](http://www.smartgirls.com)

Amy Poehler's Smart Girls

Independent Media Website

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Smart Girl Lizzie gives us some insight on her new movie and why representatives may not be supporting the "Safe Schools Improvement Act."

"I also think that a lot of them are from an older generation and see something that's never going to go away, which — Hi, I'm Lizzie, I completely agree with you — but, even though it won't go away, why not try to make a difference in some way at all?"

A Brave Heart: The Lizzie Velásquez Story #mWithLizzie

We're With Lizzie: How You Can Support the First US Anti-Bullying Bill | Amy Poehler's Smart Girls

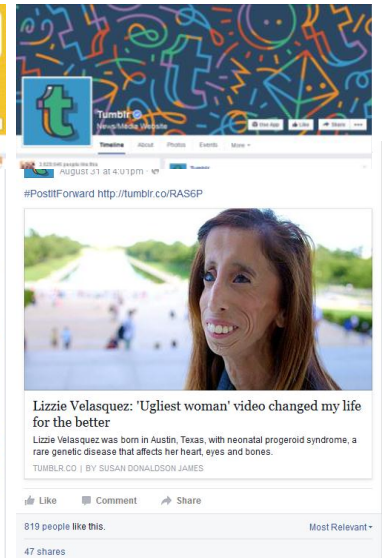
Lizzie Velásquez is now known around the world as an author, motivational speaker and anti-bullying advocate, but—like all good stories—she didn't start...

AMYSMARTGIRLS.COM

Like Comment Share

5,597 people like this. Most Relevant ·

369 shares



Tumblr

Post! Forward <http://tumblr.co/RASEP>

Lizzie Velásquez: 'Ugliest woman' video changed my life for the better

Lizzie Velásquez was born in Austin, Texas, with neonatal progeroid syndrome, a rare genetic disease that affects her heart, eyes and bones.

TUMBLR.CO | BY SUSAN DONALDSON JAMES

Like Comment Share

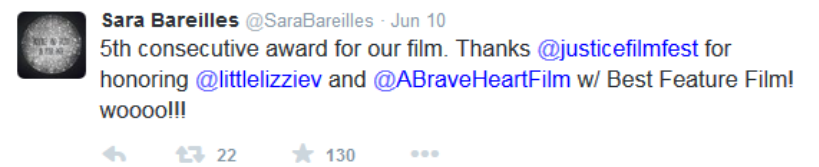
819 people like this. Most Relevant ·

47 shares

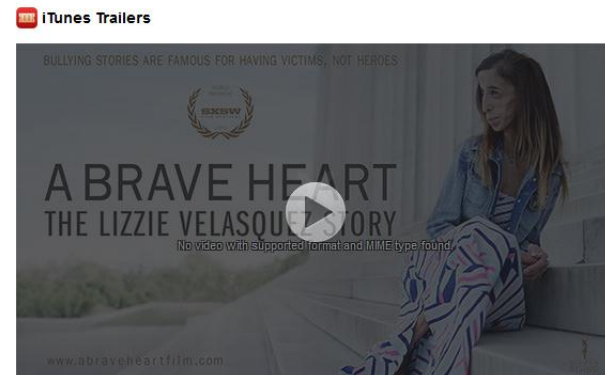


# Social: Twitter

- Courtney Cox + Sara Bareilles + Dwight Howard = **13M impressions**



**TODAY** @TODAYshow · Aug 31  
Lizzie Velasquez: 'Ugliest woman' video changed my life for the better  
[on.today.com/1VsnsSi](http://on.today.com/1VsnsSi)




**A Brave Heart: The Lizzie Velasquez Story - Movie Trailers - iTunes**  
See the trailer for "A Brave Heart: The Lizzie Velasquez Story," a documentary following the inspiring journey of 25 year old, 58 pound Lizzie from cyber-bullying victim to anti-bullying activist.

# Social: Instagram

- Derek Hough + iJustine + Kylie Jenner = **36M impressions**



 **derekhough** FOLLOW

60.9k likes

derekhough Last night I had the privilege of seeing a documentary that my friend produced called "A Brave Heart: The Lizzie Velasquez Story", incredibly inspiring! This young lady is a bright light. She has found her purpose in life by spreading love, when others have chosen to spread hate. She has chosen to be a LEADER and not a victim. For those of you who receive negativity or are bullied through social media, in school or even by a family member, just remember **POWER OVER OTHERS, IS WEAKNESS IN DISGUISE**. If you truly love yourself, you will only share your light and GIVE love to others. Just like Lizzie has chosen to do. You have the power not them. I hope you all get a chance to watch this Documentary. #HerThereIsLight #ImWithLizzie

view all 448 comments

Log in to like or comment. \*\*\*



 **lizzielzziev** FOLLOW

5,591 likes

lizzielzziev It took all of my might to not completely fan girl over the incredibly sweet Courtney Cox at @bvillefilmfest last night! One of the kindest people I've ever met! ❤️ #Friends

view all 51 comments

thecoinsshop @rae\_math The second from the left )  
\_josh\_ @\_khwadajwhar  
silent.love22 I love you BITCH  
sarahdittzie You know a bitch is happy when she's looking both ways at once 🤔🤔 lol she's a fucking mutant  
mikayla.roberts @bambinn rude  
carolinaelchalt @bambinn you're trash and karma will get you trust me  
loren\_its\_90 🤔🤔🤔🤔

Log in to like or comment. \*\*\*



 **justine** FOLLOW

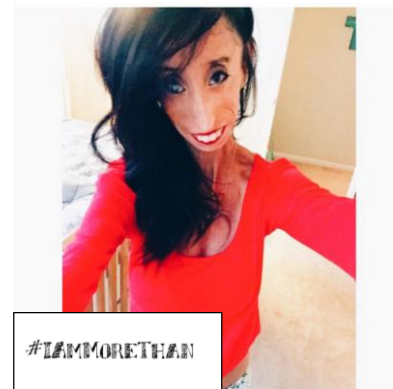
30.1k likes

justine ❤️❤️ So excited to see my BFF @lizzielzziev! Can't wait for you all to see her documentary! Sept 25th #ImWithLizzie

view all 677 comments

adrianna4life diget\_with\_me... she's her friend and she's perfectly fine  
erinxbatman12 @onyx\_cdn\_sweden why are you commenting if you don't like it skip it she's beautiful so you need to stop  
javigrinds You guys are bitches why do you seriously have to make fun if something like that  
bethredfermyy omf her dress🤔🤔  
oh.ally.me... I swear I've seen her before.  
rickyalexnder Eewwwwwww ugly ass BITCH @narutonigga

Log in to like or comment. \*\*\*



 **kyliejenner** FOLLOW

970k likes

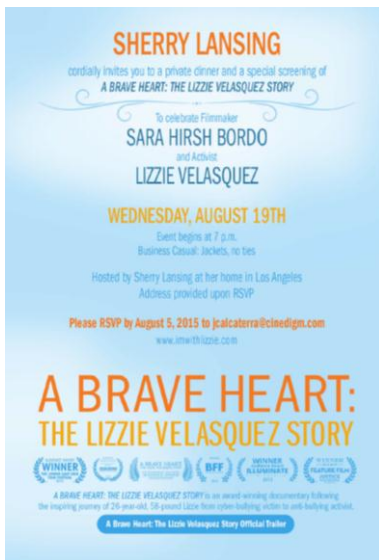
kyliejenner #Day4 - I'm getting a little more personal... When Lizzie Velasquez (@lizzielzziev) was 17 years old, someone posted a video of her on YouTube calling her the world's ugliest woman. "By the time I saw the video, it had 4 million views." Now 26 years old, Lizzie's condition was diagnosed last summer. Lizzie suffers from a rare congenital disease that less than 10 people in the world are known to have. The disease impedes her from accumulating body fat; she literally has zero percent body fat and has never weighed more than 64 pounds, however though it is not terminal. Throughout her entire life, this condition has resulted in a lot of bullying. It is so unacceptable to treat people like this. People are so quick to say horrible things about me everyday over and over and sometimes I can't take it. Even I at times get affected

Log in to like or comment. \*\*\*

# Events

- **Sherry Lansing**-hosted private dinner and screening for 16 AMPAS members (August)
- **CAA**-hosted screening for industry and public (August)
- **Octavia Spencer**-hosted private luncheon for AMPAS members (September)
- **Tumblr**-hosted screening (September)
- **Apple**-hosted screening, San Francisco campus (September)
- Screening on **Capitol Hill** (October)

tumblr.



**CINEDIGM**

# Partnerships



CONDÉ NAST



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PACER's  
National Bullying Prevention Center  
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# Awards

A BRAVE HEART has won **9 AWARDS AT 8 FESTIVALS!**

- **AUDIENCE AWARDS:** SXSW, Newport Beach Film Festival, Illuminate Film Festival, LES Film Festival, Traverse City Film Festival
- **SPIRIT AWARD:** Bentonville Film Festival
- **BEST FEATURE FILM:** Justice Film Festival
- **GRAND PRIZE HUMANITARIAN AWARD:** Rhode Island International Film Festival
- **BEST FEATURE, YOUTH JURY:** Rhode Island International Film Festival



# Upcoming Buzz

## TV

- Dr. Oz
- Access Hollywood Rearr
- Reuters TV
- Regional TV News

## Print/Online

- People Magazine
- Glamour Magazine
- Hello Giggles
- Entertainment Weekly

## Radio

- ABC News Radio
- NPR

## Events

- Q&As in NY & LA beginning 9/25



# Marketing and Distribution Plans 2015-2016

Marketing and Distribution Calendar 2015-2016								
Action	June	July	August	September	October	November	December	January
<b>Distribution</b>								
Theater Showings								
TV-VOD/Digital Availability								
Festival Screenings								
TUGG/Swank Events								
Home Entertainment Release								
<b>Marketing Efforts</b>								
Award Campaign (including Academy)								
Broadcast PSA (Ad Council)								
Walmart Anti-Bullying Partnership (In-store and online)								
Global Tumblr Program - Post It Forward								
Apple Trailer promotion								
Celeb Outreach								
Digital Platform promotion								
Viral Vids (YouTube/Reddit)								
Cable Promotions (Paid)								
Social Media: #IMWITHLIZZIE								
<b>Press</b>								
Film Announce (with Video by Lizzie)								
Academy and Press Events								
Broadcast Appearances by Lizzie								
National Print/Online Coverage								
Exclusive Clips and Stills								
<b>Grassroots</b>								
Major Partnerships								

\*Subject to change + CONFIDENTIAL





THANK YOU!