



For Immediate Release

**New Documentary by The Women's Foundation *She Objects*
To Be Screened Exclusively At The Metroplex
after being part of the Official Selection at the Sundance Film Festival: Hong Kong**

Hong Kong, October 5, 2016 – Today, The Women's Foundation (TWF) announced a partnership with The Metroplex in respect of exclusive screenings of TWF's new documentary *She Objects*, the first documentary of its kind in Hong Kong to explore how traditional and new forms of media create and exacerbate gender stereotypes with often damaging consequences (www.sheobjects.org).

The film was part of the Official Selection at the Sundance Film Festival: Hong Kong in September, jointly presented by the Sundance Institute and The Metroplex, and well received by Festival audiences.

She Objects will have four exclusive public screenings at The Metroplex as follows:

- Thursday, October 20 and Friday, October 21 - 7:45pm
- Saturday, October 22 and Sunday, October 23 - 4:00pm

Each screening will be followed by a Q&A. Speakers include *She Objects*' director Nicola Fan, TWF's Deputy CEO Rita Ching and academics like Dr. Donna Chu, Associate Professor at the Chinese University of Hong Kong.

“We are delighted that the Sundance Institute agreed with our choice to feature *She Objects* as the first local production at Sundance Film Festival: Hong Kong. To show our support for independent films and also our concern for pressing social issues, The Metroplex is proud to be the only cinema screening *She Objects* throughout October,” said Josephine Lam, Director of The Metroplex.

Commissioned by TWF in partnership with Women Helping Women and directed by rising local talent Nicola Fan, the documentary has already been highlighted at a number of international film festivals. The film was featured at the FLO Film Festival in Mumbai in February this year and TWF CEO, Su-Mei Thompson, was invited to Cannes to introduce the film as part of this year's Cannes Film Festival's Women in Motion talk series.



Since the launch of the *She Objects* campaign, TWF's Facebook page has already reached over 60,000 people, more than 31,000 people have viewed the trailer and more than 1,000 people have taken the *She Objects* online pledge to promote the positive portrayal of women by the media.

"We are thrilled to have the opportunity to screen *She Objects* at The Metroplex. The film's call to action is for all of us – from governments to the media, from brands to individuals particularly parents, educators and students – to be more thoughtful about the media's portrayal of women and girls, and to take individual and collective action to drive change. This partnership will greatly broaden the reach and aims of the campaign," said Su-Mei Thompson, CEO of The Women's Foundation.

Endorsed by the Education Bureau and the Equal Opportunities Commission, the film is also being used by The Women's Foundation as a teaching aid to complement the media literacy and critical thinking workshops TWF plans to launch in Hong Kong secondary schools and universities. To this end, TWF is working with a team led by Professor Stephen Chiu at the Institute of Asia-Pacific Studies of the Chinese University of Hong Kong to develop training materials drawing on the film. So far, workshops have already been piloted in 10 secondary schools and universities with very positive feedback from students and teachers.

Tickets for *She Objects* are now available at The Metroplex Box Office, The Metroplex Internet Ticketing (www.metroplex.com.hk) and The Metroplex iPhone and Android Apps Ticketing.

[About She Objects](#)

At once provocative and inspiring, *She Objects* challenges viewers to think critically about and resist the biased and often dehumanising portrayal of women in media. The film explores the impact of this on Hong Kong society and breaks new ground in bridging local, regional and global research and trends. Featuring engaging insights from celebrities including singer-writer-actress Joyce Cheng and real-life stories and interviews with leading experts, the documentary explores the correlation between the media's portrayal of women and eating disorders and self-esteem issues for girls, violence against women and girls, and the erosion of female ambition, and how social media and the selfie culture are contributing to the phenomenon. The film was featured in the FLO Film Festival in Mumbai in February this year and also screened as part of the Official Selection of the 2016 Sundance Film Festival: Hong Kong. To watch the trailer and 10-minute version of the film, please visit: www.sheobjects.org.



About The Women's Foundation (TWF)

TWF is a not-for-profit organisation dedicated to improving the lives of women and girls in Hong Kong. Our goals are threefold - challenging gender stereotyping, growing the number of women in policy and decision-making roles, and empowering women in poverty to achieve a better quality of life for themselves and their families. We aspire to conduct ground-breaking research, run innovative and impactful community programmes, and engage in advocacy and education. For more information on TWF, please visit: www.twfhk.org.

About The Metroplex

In 2014 The Metroplex opened its doors to the public as a state-of-the-art 9 screen multiplex at the heart of Eastern Kowloon. The Metroplex is a self-operated independent cinema under Hopewell Holdings Limited, showing a wide range of films from Hollywood blockbusters, international award-winning pictures, film festivals, local, specialty and independent films. Located in one of the Group's investment properties, E-Max of Kowloonbay International Trade and Exhibition Centre (KITEC), The Metroplex has the flexibility in cross platform entertainment such as film/music festivals, live streaming concerts and shows, multimedia conferences, and many other events of similar genre. For more details, please visit www.metroplex.com.hk.

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