



LIVE WORLD PREMIERE OF DOLLY PARTON'S *THE LIBRARY THAT DOLLY BUILT*

Celebrating the People Who Made Dolly's Dreams Come True
EXCLUSIVELY VIA FACEBOOK LIVE
WEDNESDAY, DECEMBER 9, 2020

IN CONVERSATION WITH, AND ACOUSTIC PERFORMANCE BY, PARTON
DURING THIS FREE ONE-NIGHT-ONLY LIVESTREAM EVENT

Dolly Parton's Imagination Library Celebrates 25th Anniversary with
150 Millionth Book

New York, NY, Pigeon Forge, TN – November 23, 2020 – Dollywood and Abramorama in association with The Dollywood Foundation have partnered to present a free one-night-only live streaming world premiere event for *The Library That Dolly Built*, a behind-the-scenes look at Dolly Parton's non-profit program, the Imagination Library. Originally scheduled as a nationwide live event on more than 300 screens this spring, the world premiere for *The Library That Dolly Built* has been reimagined as a free live stream screening of the film, exclusively on Facebook, available nationally on Wednesday, December 9th at 7pm EST / 6 pm CST / 4pm PST. The screening will be followed by a conversation with, and live acoustic performance, by Dolly Parton. Viewers can tune into the live screening and conversation on [Facebook.com/dollysimaginationlibrary](https://www.facebook.com/dollysimaginationlibrary) and [ImaginationLibrary.com](https://www.imaginationlibrary.com). In addition, the European premiere will be Thursday, December 10th at 7pm GMT, and the Australian premiere will be Friday, December 11th at 7pm AEDT.

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 grown into a global endeavor and recently hit a new milestone, gifting its 150 millionth book. The Imagination Library is currently gifting books to 1.7 million children around the world each month. This spring, Dolly

participated in a weekly bedtime reading series, "Goodnight With Dolly," presented across Facebook and YouTube which garnered more than 15 million views, exceeding all expectations.

On December 11th, the film and the conversation with Dolly Parton will be released nationwide as a *Watch Now @ Home* Cinema Release, and in early 2021 across multiple digital platforms.

Dolly Parton said, "I am so excited that we can finally tell the whole story of the Imagination Library. It is certainly not just about me. Our story is the story of children, of families and communities who all share the dream to inspire kids to love to read and to love to learn. My hope is this documentary will encourage more towns, more states and even more countries to jump onboard. One thing is for sure, I think this is the best investment I have ever made!"

Evan Saxon, Head of Music at Abramorama stated, "Dolly Parton is an amazing human, extremely generous in her time and resources, and the world is in a much better place because of her. Everybody at Abramorama is honored to be part of the team to bring this heart-warming documentary about Dolly Parton's Imagination Library to fans around the world."

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 Imagination Library, to show how one of the most famous and beloved performers in the world has partnered with thousands of local community organizations to develop 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 1.7 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, policymakers, 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.

Official Trailer – *The Library That Dolly Built* – [HERE](#)

For more information, 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 150 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 dropout 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 dropout 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 features. An innovator in the focused, personalized form of film marketing, promotion, distribution and live, event and digital cinema, Abramorama provides invaluable alternatives to filmmakers while continuing to trail-blaze exciting new pathways to defined audiences.

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*; Asif Kapadia's *Senna*; Neil Young's vast catalog of Bernard Shakey Productions; Cameron Crowe's *Pearl Jam Twenty*; Sacha Gervasi's Spirit Award-winning *Anvil! The Story of Anvil*; Banksy's Academy Award® nominated & Spirit Award-winning *Exit Through the Gift Shop*; Laurie Anderson's New York Times critics' pick, *Heart of a Dog*; Showtime's National Board of Review Winner *Listen to Me Marlon*; 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 launched a conscious films imprint, Mangurama, in 2018 alongside its music-centric film fund focused on the global release of iconic music documentaries. In January of 2019 the company launched the live multicast streaming enterprise ABCinemaNOW.com with the global live

introduction, interstitial programming, and Q&A from Paris, France for the 55-country release of *Who Will Write Our History*. ABCinemaNOW events are powered by Abramorama's virtual remote live streaming studio with the collaboration of live streaming event producer Susan Jacobs and director George Barnes. In 2020 Abramorama Selects was launched providing a gateway for select films across global VOD platforms. For more information visit abramorama.com.

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