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WITH NEW FILM & GLOBAL CAMPAIGN, FILMMAKER TIFFANY SHLAIN

EXPLORES “THE SCIENCE OF CHARACTER”

Premiering online and at hundreds of live events around the world on March 20th, film reveals how it is possible for anyone to develop their character strengths

San Francisco, CA (February X, 2014) – Can you learn to be braver? Can practice make you more persistent? Is it possible to cultivate your curiosity?

Aiming to ignite a global conversation on how character strengths can be learned, practiced, and cultivated, award-winning filmmaker Tiffany Shlain (CONNECTED, THE FUTURE STARTS HERE) will premiere her new film, THE SCIENCE OF CHARACTER, online and at hundreds of schools, organizations, and homes around the world on Thursday, March 20th.

Challenging the conventional belief that people are stuck with the character attributes they are born with, THE SCIENCE OF CHARACTER reveals how it is possible for anyone to build up their core character strengths and use them to achieve greater personal, academic, and professional success and happiness. The film premiere will serve as the centerpiece of [#CharacterDay](#), a 24-hour series of live events and online conversations highlighting the expanding catalog of scientific research proving that positive characteristics like self-control, optimism, and gratitude can be nurtured and developed.

The film expands on Shlain’s signature filmmaking style of unraveling complex science, psychology, and technology topics in a way that is entertaining, engaging, and challenging for audiences of all ages. In her acclaimed Sundance feature documentary [CONNECTED](#) (2011) and in her new hit Aol series [THE FUTURE STARTS HERE](#) (2013), which has received more than 20 million views since its debut last fall, Shlain has used a stunning mix of archival footage, animation, and home video to create a new type of visual storytelling experience, which *The New York Times* hailed as “high tech Terry Gilliam.” In THE SCIENCE OF CHARACTER, Shlain, who also founded The Webby Awards, pushes her mash-up filmmaking style even further by incorporating original video footage shot and submitted by people from all over the world.

“As a parent and a student of life, I found it very empowering to learn about all the scientific research that confirms that if we focus on the strengths we have, as well as on developing particular strengths we may not have, it has a lasting effect on our happiness and well-being and can ultimately lead to a more a just and caring world,” said Shlain. “By using humor, history, and research, we hope to inspire viewers everywhere to shape who they want to be and play a role in helping other people achieve their maximum potential.”

The film is the fourth installment in the [Let it Ripple: Mobile Films for Global Change](#) series, in which Shlain and her team at The Moxie Institute Film Studio + Lab use the collaborative power of the Internet's "cloud" to engage a global audience in creating short films that inspire action around political, cultural, and social issues. Shlain calls these films "Cloud Films" and has spoken and led workshops on the power of cloud filmmaking at the Sundance Film Festival (2014), the Tribeca Film Festival (2013), and the American Film Showcase in South Africa (2012). Continuing in this collaborative spirit, THE SCIENCE OF CHARACTER, like every film in the "Let it Ripple series", can be customized for free to include a nonprofit organization or school's branding and call to action, so that it can be used to motivate and inspire action from their supporters. Over 500 films, translated into 70 languages, have been made for free for nonprofits around the world.

As part of #CharacterDay, the film will premiere at hundreds of events held around the world – from schools throughout the Los Angeles Unified School District to State Department screenings at U.S. embassies in Egypt, South Africa, and other countries. In addition to free customized versions of the film, Let it Ripple and partners like Common Sense Media will offer a list of films, games, and apps to strength particular character strengths, a free curriculum, a character strengths survey, and resource guide. #CharacterDay will also feature online discussions led by experts in all time zones featuring leaders in education and character development. The discussion schedule will be announced in early March.

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