

Dear BACKPACK Friends and Supporters,

Did you miss our **BACKPACK FULL OF CASH** premiere this past Saturday?

No need to fret--you still have ONE MORE CHANCE to join us at our
PHILADELPHIA FILM FESTIVAL PREMIERE!

Plus, we have **BIG KICKSTARTER CAMPAIGN NEWS!**

We hope your week has been as great as ours since we messaged you last week. We've certainly been busy! First, we launched our [BACKPACK Kickstarter fundraising campaign](#) last Wednesday, then we premiered our film to the world at the [Philadelphia Film Festival](#) on Saturday—and so far, **thanks to all of you**, the film has been well-received.



If you haven't heard of BACKPACK FULL OF CASH yet, it's a documentary about the real cost of privatizing America's public schools (see [here](#) for more details). We were thrilled to have a nice turnout at the premiere, where many of the key Philadelphia leaders and educators featured in the film were able to watch the film on the big screen surrounded by friends, family, and the public. We had interesting discussion and excitement both during and after the Q&A and we've gotten some [good press](#) since our first screening.

AND after just one week, we've already raised over **25% OF OUR KICKSTARTER GOAL!** That's \$7,946. How incredible is that? We couldn't be happier with the results so far.

All that said, we'd like to request your help this week in two ways.

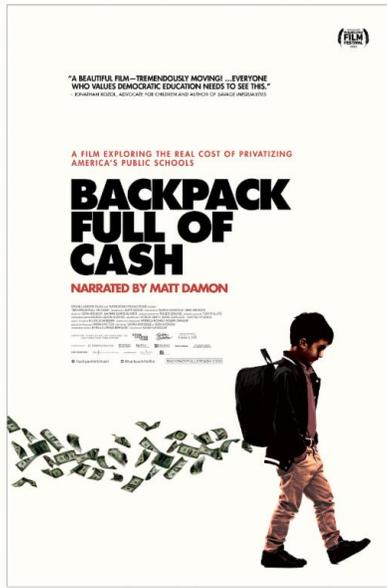
1. We would love to **pack the house in Philly this coming Saturday, 10/29!** Help us show the people of Philadelphia and the nation that education matters. If you know any local individuals or organizations passionate about education and the well-being of children in general, please consider coming and sharing news about [our screening this Saturday, October 29, 4:10pm](#), at the Prince Theater. We'd be immensely grateful!
2. If you haven't already done so, **please take a few minutes** of your day to check out our [BACKPACK Kickstarter](#) and if you're inspired, please back our project and share with your friends, contacts—anyone you think might enjoy, be supportive of, or learn something from the film.

We **really appreciate** every contribution you've made so far. Whether it is monetary, word-of-mouth sharing, or forwarding our emails, you help raise awareness about this extremely important issue—the education of our children. We are incredibly proud of this project and especially excited to share it with you and the world!

Gratefully yours,
Sarah Mondale, Vera Aronow, and the rest of The **BACKPACK** Team

FOLLOW US!





*"One of the ways a society shows its love of children is by the institutions it builds around them."
– Helen Gym, co-founder of Parents United for Public Education –*