

Hello DRFCs

This year's *Polio Movie Event* is looking like another blockbuster and promises to be an excellent polio fundraiser for your clubs.

The movie is [*Ride Like a Girl*](#), the story of Michelle Payne – the first female jockey to win the Melbourne Cup. Take a couple of minutes to [check the trailers](#)... I think you'll be inspired!



One of the key factors about *Ride Like a Girl* (RLAG) is that ***it's a movie for the whole family*** – from boys and girls through to seniors. It has a great message about the power of tenacity.

- In Australia, the movie will be released to the public on **Thursday 26 September**.
- In New Zealand, it will be released on **Thursday 24 October**.

However we've arranged for Rotary Clubs to have the opportunity to hold **pre-release screenings in the three weeks prior to public release**. These Rotary events can be held any day of the week but we expect that a popular option will be family screenings on a weekend. The movie also provides an opportunity for clubs to engage with their communities, so gala events are another great option, perhaps with a horsey theme. Some clubs (or club groups) might choose to hold more than one event. (Please note that the pre-release is not

exclusive to Rotary.)

Like last year, we will be providing marketing materials, such as templates for creation of brochures and posters. However we would encourage you to tell your clubs about the event now, to give them time to make the arrangements. They will need to decide what timing works for them, perhaps work with other clubs in their vicinity, decide whether they want to do more than just the screening (eg, cocktails in the foyer), and of course promote their event to their networks, etc.

Clubs will also need to make arrangements with their local cinema. There is no pre-defined deal and the clubs will need to negotiate this with the cinema. A typical arrangement might be a cost of \$10 paid to the cinema, with a ticket price of \$20, but this varies by location. Cinemas are not obliged to participate however most will welcome the opportunity to fill their theatre and gain word-of-mouth publicity for the movie.

By the way, the director of RLAG is Australian actress, [Rachel Griffiths](#), the lead actor is Kiwi [Sam Neill](#) and Michelle Payne is played by [Teresa Palmer](#). To see an interview between Rachel Griffiths and Michelle Payne, [click here](#).

[*Ride Like a Girl*](#) provides the perfect opportunity to have some fun, engage with community, get inspired... and of course raise lots of funds for [End Polio Now](#). Your help in making this year's *Polio Movie Event* bigger than ever, by promoting the opportunity to your clubs, would be greatly appreciated. And if you can help us by tracking the events held in your district and reporting on results, that would be extremely useful too.

Regards

Rob

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RIDE LIKE A GIRL – THE STORY

As a little girl, Michelle Payne (Teresa Palmer) dreams of the impossible: winning the Melbourne Cup — horse-racing's toughest two-mile race. The youngest of 10 children, Michelle is raised by single father Paddy (Sam Neill).

She leaves school at 15 to become a jockey and after early failures she finds her feet, but a family tragedy, followed by her own near fatal horse fall all but ends the dream. But with the love of her dad and her brother Stevie, Michelle will not give up. Against all the medical advice, and the protests of her siblings, she rides on, and meets the Prince of Penzance. Together they overcome impossible odds for a shot at the dream: a ride in the 2015 Melbourne Cup, at odds of 100 to 1. The rest is history.

Ride Like A Girl is the incredible true story of Michelle Payne.

DIRECTED BY: Rachel Griffiths

WRITTEN BY: Andrew Knight, Elise McCredie

PRODUCED BY: Richard Keddie, Rachel Griffiths, Susie Montague

CAST: Teresa Palmer, Sam Neill, Sullivan Stapleton, Stevie Payne (as himself), Genevieve Morris, Magda Szubanski