

Everyone In Between Film

Captains For Clean Water + Backbone Media

The Fight to Save Two National Treasures

Two of the nation's greatest conservation battles are being waged in our lifetime. Florida's Everglades and Alaska's Bristol Bay are the battlegrounds. ***Everyone In Between*** is a film that explores the value, wonder, and threats to these unique fisheries through the eyes of fishing guide, Capt. John Landry.

At its core, the film is a rallying cry from the outdoor industry that—from the Everglades to Bristol Bay and beyond—*everyone in between* must stand united in the fight to protect the unique, wild places we value most.

The Issues

Bristol Bay: A Pebble Mine is proposed to be built at the headwaters of the planet's greatest wild salmon fishery in Bristol Bay, Alaska. This ecosystem injustice threatens the community and wildlife that depend on the bay's health. If Pebble Mine proceeds, the effects will be detrimental and nearly impossible to correct. This gold and copper mine would poison the bay's headwaters with up to 10 billion tons of mining waste that would be stored forever in the waterways.

The Everglades: Desire for progress in the late 1800's stemmed consequences that left the Everglades in peril still today. Industrial agriculture, led by the Sugar Industry, has influenced water management and political inaction for decades to the detriment of renowned coastal estuaries and the Everglades ecosystem. Toxic algae-blooms, fish kills, habitat degradation, supercharged red tide and a threatened drinking water supply for millions are just a few of the environmental consequences. There is a solution through the Comprehensive Everglades Restoration Plan, but public engagement is needed to ensure political action and follow through.

The Initiative

This short film produced by Captains For Clean Water, a Florida nonprofit leading the Everglades fight, will generate awareness for both issues, provide education, and provoke public engagement and advocacy backed by the entire outdoor industry.

The Plan

Cause a ruckus! The film will be amplified through partners' sites and organic social media platforms. Efforts will then be magnified via paid support to provoke action from those who are unaware of the urgent issues. Viewers will receive follow-up messaging with ways to get involved and take action. See *following page for timeline and content*.

Timeline & Content

- **11/6 Promo Toolkit available** - [CLICK HERE TO ACCESS TOOLKIT](#)
 - Includes promotional graphics, photos, and suggested captions
- **11/9 Private Screening** - you'll receive a password-protected link to view the film prior to launch
- **11/9 Teaser Clip available** - a teaser clip will be added to your toolkit
- **11/10 Film and landing page go live** - Drive viewers to watch the film here: www.captainsforcleanwater.org/everyoneinbetween
- **11/10 Film Premier & Social Takeover Day - Post at 1pm EST or after (no earlier)**
 - All brands cause a ruckus!
 - Unified organic social post - post either the Teaser Clip or the Film Poster
 - Use hashtag **#everyoneinbetweenfilm**
 - Send image and copy to your brand ambassadors, influencers, and networks to participate in takeover day
 - Engage with and share posts from other brands
 - If possible, drive viewers with email and website presence

FILM POSTER GRAPHIC



Salmon photo (top) provided by Capt. John Landry [@sportfisha](#)

Tarpon scales photo (bottom) provided by Nick Shirghio
Photography [@nickshirghiophotography](#)

- **Next 1-2 weeks** - prolong reach and exposure opportunities with new/original content
 - CFCW to amplify efforts with paid social and emails
 - Brands go LIVE on FB/IG with guests from CFCW and other partner brands/orgs
 - Engage with and share posts from other brands
 - If possible, drive viewers with email and website presence
 - Share video message from brand CEOs (coming soon)

We want to join you on your social channels! Contact Alycia at alycia@captainsforcleanwater.org to schedule time with one of the guys to join you for a live video and help spread the word. Capt. John Landry, featured guide in the film, or CFCW Co-founders, Capt. Daniel Andrews and/or Capt. Chris Wittman, are available to collaborate and support your efforts!