

The government culling of wild horses is a serious issue that needs attention, but the event to raise money for the cause needed to be billed as a fun night out under the stars with family and friends. Our two-pronged approach included a lighthearted social campaign to help fill the seats.



**AT THIS MOVIE, YOU WON'T
HEAR ANYONE MUNCHING
ON POPCORN.**

OUR ATTENDEES PREFER HAY.

**MUSTANGS
BY
MOONLIGHT**

EAST COAST PREMIERE



**SMARTPHONES SHOULD
NOT BE A DISTRACTION
DURING THIS MOVIE.**

YOU NEED THUMBS FOR THAT.

**MUSTANGS
BY
MOONLIGHT**

EAST COAST PREMIERE



**YOU WON'T HEAR
ANY AUDIENCE
CHATTER DURING
THIS MOVIE.**

JUST THE OCCASIONAL NEIGH.

**MUSTANGS
BY
MOONLIGHT**

EAST COAST PREMIERE