

News Release: SPECIAL ADVANCE SCREENING OF "I AM SAM" BENEFITS ARC BROWARD - February 2002

ARC Broward, held a Special Advance Screening and cocktail reception in association with New Line Cinema's release of the film, I AM SAM.

The Special Advance Screening was shown at the Las Olas Riverfront Regal Cinema with the cocktail reception at Murphy's Law. Over 350 people attended the Advance Screening and reception and ARC Broward raised over \$5,000 from ticket sales, sponsors and a raffle. The Advance Screening event drew the interest of various support and advocacy groups, schools, elected officials and families throughout Broward County to view a very special film, socialize and support the programs and services offered through ARC Broward.

ARC Broward holds several special events throughout the year for fundraising purposes, but this was the first time they hosted a film release as a fundraiser. I AM SAM was a perfect fit for ARC Broward as it portrays a compelling story of a man with a developmental disability and the challenges he faces in raising a child. This was a great film for a fundraising event, but it was also a great opportunity for ARC Broward to familiarize community with some of the challenges people with disabilities face and the services ARC Broward provides in assisting them with those challenges.