



# LIKE

**iNDIEFLIX**  
EDUCATION

**FOR IMMEDIATE RELEASE**

## **FINDING BALANCE WITH SOCIAL MEDIA**

PRESS CONTACT: Erin Haggan, 860-823-3782, ehaggan@cityofnorwich.org  
Valerie Geato, (860) 537-7255, vgeato@colchesterct.gov

On April 8, at 7pm, Youth Service Bureaus from Colchester, Griswold, Preston, New London, Norwich, and Montville, Ledyard, Voluntown and Stonington, along with Griswold PRIDE will hold a special virtual screening of the documentary to open up a dialogue between local families, community leaders and experts. The event will feature a viewing of the film, followed by an informative panel discussion, with special guests Max Stossel, Head of Education & Content at Center for Humane Technology; Dr. Jerry Bubrick, Senior Psychologist at Child Mind Institute; and Scilla Andreen, CEO and co-founder of Indieflix.

Before Covid, 2 billion smartphone owners were checking their phones, on average, 150 times a day, and the enforced isolation and mandated screen time of the past year has only increased this figure. Research continues to confirm that having your head down, staring at the screen, chasing “likes” and seeking “followers” is the perfect recipe for low self-esteem, isolation and depression. The film’s mission is to educate, inform and inspire people to, effectively, self-regulate their screen time, and to start a conversation about how to ensure our own, and our children’s, healthy use of technology. Dr. Joe Dilly had this to say in response to the film, “I am shocked at how moved, upset, and compelled to act I feel as a result of having seen this documentary. That LIKE will inspire you is an understatement. Quite simply, it’s the most important film I’ve ever seen.”

Folks can register for the live virtual screening and expert panel scheduled on April 8<sup>th</sup> at the following link [https://us02web.zoom.us/webinar/register/WN\\_45-BTooGSsOd1AVan6BzIQ](https://us02web.zoom.us/webinar/register/WN_45-BTooGSsOd1AVan6BzIQ)

In addition to the live virtual screening, there will be a weeklong opportunity for New London County parents, youth, educators and community members to view the film on their own time. School staff and local YSBS are working together to have the documentary screened in local middle schools and high schools, as well. This particular option can be accessed by going to <https://distlab.indieflix.com/ocs/LIKE/NLCountyYouth/watch.html> and entering the case-sensitive login to access the film:

Login: [nlcountyyouth@indieflix.com](mailto:nlcountyyouth@indieflix.com) Password:nlcountyyouth

The link is good from April 5 at 12:00am EDT until April 9 at 11:59pm EDT.

To watch the LIKE trailer, visit [www.thelikemovie.com](http://www.thelikemovie.com).