

SignMyCar! Belgian Storytelling Tour

Media Contact: Séverine Dehon, Executive Producer



FOR IMMEDIATE RELEASE

July 2016

Interactive documentary on Belgians living in the United States

Belgian Journalist currently touring the United States to live with Belgians and document their life.
After each interview, participants sign her car!

SignMyCar! is an **interactive and multimedia documentary** on the Belgian community living in the United States. Belgian Journalist, Séverine Dehon, lives with her interviewees for a few days to document their lives. After each interview, **participants sign her car!** The car stops in each of the 48 lower continental states.

The participants' **signature become interactive online.** Readers go to the website to interact with the car: when they click on a signature, they discover the Belgian American story behind it. Stories are a mixture of **photo essays, podcast interviews and video documentary** (www.signmycar.org). The car has already traveled 15,000 km across 14 states since 2014.

SignMyCar! is broadcast in a **unique format** which has **never been done before.** This documentary **blends together videography, integrative design and participatory art.** Not only does the car bring communities together during a "car signing event", but it also **builds bridges** of intercultural understanding. The storytelling car opens up a window for the reader to learn from the international perspectives of Belgian immigrants. Through the spectrum of the Belgian Community in the US, SignMyCar! talks about the joys, the excitements but also the challenges of leaving your home country to reinvent yourself somewhere else.

With each signature, SignMyCar! **sheds a positive light** on immigrants at a time in history when **immigration** is a source of many fears globally. SignMyCar! delivers in-depth life stories in the most colorful way. Considering the latest international news, the project is very relevant.

SignMyCar! launched a crowdfunding campaign (www.gofundme.com/signmycar) for individuals to contribute. We are also looking for corporate and government sponsors. Our sponsorship program includes five levels which are described in a separate press release attached below.

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Corporate Sponsorship Program

SignMyCar! is launching its first **sponsorship program for corporations and government agencies**. Five levels of sponsorship are available:

- **INTERESTED! (500 USD)**
 - ✓ A signed picture of our Executive Producer posing with your logo in front of the Storytelling Car. Printed 8''x 10'' on DeLuxe paper and matted 11''x14'' with archival materials.
 - ✓ Acknowledgment on our social media channels.
 - ✓ Your name credited on our website Thank You page.
- **SUPPORTIVE! (1000 USD)**
 - ✓ All of the above.
 - ✓ A thank you video by our Executive Producer interacting with your logo in front of the car.
 - ✓ Acknowledgment on our podcast interview.
- **EXCITED! (2500 USD)**
 - ✓ All of the above.
 - ✓ We will add special effects to your thank you video to make it absolutely unforgettable to our audience.
 - ✓ Your logo in the rolling credits on every video interview.
- **PASSIONATE! (5000 USD)**
 - ✓ All of the above.
 - ✓ Acknowledgment of your company throughout the website.
 - ✓ Your logo on the car.
- **HYPNOTIZED! (10,000 USD)**
 - ✓ All of the above
 - ✓ Your logo made interactive on the car. Our team will fly to your location to produce a multimedia story on your organization.