



## **WIF ANNOUNCES SCREENING SERIES HIGHLIGHTING ICONIC FILMS AND TELEVISION SERIES MADE BY WOMEN OVER THE LAST FIFTY YEARS IN HONOR OF THE ORGANIZATION'S 50TH ANNIVERSARY**

**Screening of *Norma Rae* (1979) will kick off the series and feature a panel discussion between the film's star Sally Field and producers Tamara Asseyev and Alexandra Rose**

LOS ANGELES, California; June 20, 2023 – **WIF (Women in Film, Los Angeles)**, the nonprofit organization working to dismantle gender bias in the screen industries, today announced the launch of its Screening Series in honor of the organization's 50th anniversary. Throughout the series, WIF will spotlight a pivotal film or television series per decade made by women to celebrate women and people of underrepresented genders working in front of and behind the camera throughout the last 50 years.

The series will kick off June 29th at Vidiots in Los Angeles with a timely screening of *Norma Rae* (1979). Following the film, **Sally Field** and producers **Tamara Asseyev** and **Alexandra Rose** will gather for a panel discussion moderated by **Lake Bell**, WIF Board Member and chair of WIF's 50th Anniversary Committee, to talk about the film and its enduring legacy and impact. Additional films and programming to be announced.

"WIF has been working tirelessly for the last fifty years to increase representation and parity for women in Hollywood. We can think of no greater way to celebrate this milestone anniversary than to shine a light on amazing collaborations between women in our industry over the past five decades," said **Kirsten Schaffer, CEO of WIF**.

"We're excited to launch this series with the trailblazing Sally Field and *Norma Rae*, a film that resonates with both the moment of its era and our current times," said **Lake Bell**.

WIF's 50th Anniversary is presented by Johnnie Walker with support from official partner Max Mara. Both Johnnie Walker, as part of its long-standing commitment to gender equity, and Max Mara, a committed 20-year partner of WIF, have invested significantly in WIF to advance its mission and underwrite its programs to empower women as storytellers.

### **About WIF**

Founded in 1973 as Women In Film, Los Angeles, WIF is celebrating 50 years of working for gender equity. WIF's advocacy, career programs, and research efforts are a driving force for increasing representation of women and people of underrepresented genders in Hollywood. WIF works to dismantle gender bias in the screen industries by building the pipeline, sustaining careers, and advocating for change. Membership is open to all screen industry professionals, and more information can be found on our website: [wif.org](http://wif.org). Follow WIF on [Twitter](#), [Instagram](#), [Facebook](#), [TikTok](#), and [YouTube](#).

## **About the Sponsors**

### **Johnnie Walker**

Johnnie Walker is the world's number one Scotch Whisky brand, enjoyed by people in over 180 countries around the world. Since the time of its founder, John Walker, those who blend its whiskies have pursued flavor and quality above else. Six generations of skilled Master Blenders have pioneered and crafted bold new flavors that have transformed a small Scottish grocery store business, founded in 1820, into an international whisky business selling stylish, authentic, and iconic blends. Today's range of award-winning whiskies includes Johnnie Walker Red Label, Black Label, Double Black, Green Label, Johnnie Walker High Rye Blended Scotch Whisky, Gold Label Reserve, Aged 18 Years and Blue Label. Together they account for nearly 19 million cases sold annually (IWSR, 2019), making Johnnie Walker the most popular Scotch Whisky brand in the world.

### **MAX MARA**

Founded in 1951 by the late visionary Achille Maramotti, MAX MARA is one of the highest expressions of Italian luxury and style. A contemporary collection of ready-to-wear and accessories for today's powerful women. Recognized for its timeless designs and its luxurious fabrics, Max Mara is revered for the classification of the absolute coat, sharp suiting, and modern accessories. Max Mara is distributed in 2,500 locations in more than 100 countries worldwide. The Max Mara Fashion Group counts nine different brands. The company remains privately held and managed by the Maramotti family.

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