



Brittany Runs a Marathon

Public Relations | Social Media | Events
2019

An Amazon Studios original, "Brittany Runs a Marathon" stars Jillian Bell in an inspirational comedy about a twentysomething woman who is determined to turn her life around, one New York City block at a time. In support of the film, Jillian Bell and writer/director Paul Downs Colaizzo traveled to the Twin Cities in August 2019.

To generate word-of-mouth buzz, Nemer Fieger organized multiple advance screenings of the film, and a post-screening Q&A with Jillian and Paul. Local media partners promoted the film via ticket giveaways, while social media influencers and organizations provided additional support. Screening attendees adored the movie and were excited to recommend it to friends and family.

Jillian and Paul spent the following morning conducting interviews live from the Minnesota State Fair where all four local TV affiliates and multiple radio stations were thrilled with the opportunity. Jillian and Paul especially enjoyed experiencing the Fair's food and attractions, including the Giant Slide.

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TV INTERVIEWS

17.8 million
POTENTIAL IMPRESSIONS

\$140,000
PUBLICITY VALUE

