



LEMON

A three-time felon and one-time Tony Award winner, Lemon Andersen's deeply personal art reflects his rough upbringing on the streets of Brooklyn. After losing both parents to drugs and eventually AIDS, Lemon discovered poetry while serving time. Through raw talent and unstoppable drive, he found himself on Broadway, starring in Russell Simmons' Def Poetry Jam. But when the show closed, he lost everything and moved his wife and two small daughters back to the projects to live with thirteen family members.

Desperate for a way out, he turns to the only things he has left, his pen and his past. LEMON follows one man's three-year journey to adapt his life story for the New York stage while battling his darkest demons. It brings to life the anguish of a generation of men clinging to the margins but fighting for something more. A beautifully crafted film that features a surprise turn by Spike Lee and music by hip-hop phenoms Kanye West, Mos Def, Talib Kweli and Aloe Blacc.

Educational, Public Performance Rights (PPR) and Grassroots Sales Programs –

Cinema Libre Studio offers many different ways to help you share the film with your friends, family and community.

I. Buy THE HARVEST/LA COSECHA on DVD: \$19.95

- a. <http://store.cinematlibrestore.com/lemondvd.html>
- b. This DVD is for private use only.

II. BRING THE FILM TO A THEATER

- a. Call, email, and speak to the staff at your local art house theatre and let them know you are interested in seeing this film.
- b. Have your local theater contact screening@cinematlibrestudio.com.

III. ORGANIZE A SCREENING

- a. **PUBLIC PERFORMANCE RIGHTS (PPR: 150-300 people)**
 - A. \$300 – College/University/Other
 1. Vs. 50% if admission is charged
 2. <http://store.cinematlibrestore.com/ppr-lemon-uni.html>
 - B. \$150 – Non-Profits/K-12/Public Libraries
 1. Vs. 50% if admission is charged
 2. <http://store.cinematlibrestore.com/ppr-lemon-npk12.html>



IV. BRING THE FILM TO YOUR UNIVERSITY OR SCHOOL

a. DVD w/ Educational License (Classroom Use ONLY)

- A. \$300 – College/University/Other
 1. Cannot be used for Public Screening unless additional rights are purchased.
 2. <http://store.cinemalibrestore.com/edu-lemon-uni.html>
- B. \$150 – Non-Profits/K-12/Other
 1. Cannot be used for Public Screening unless additional rights are purchased.
 2. <http://store.cinemalibrestore.com/edu-lemon-npk12.html>

V. SHARE THE FILM WITH YOUR GROUP OR ORGANIZATION

a. GRASSROOTS SPECIAL (DVDs + Screenings; All Sales Final)

- A. \$100 – Buy 10 DVDs at \$10 each and CLS will waive 1 PPR for audiences up to 50 people.
 1. <http://store.cinemalibrestore.com/special-lemon-1.html>
- B. \$200 – Buy 25 DVDs at \$8 each and CLS will waive 1 PPR for audiences up to 150, no admission charged.
 1. 150-300 people, add'l \$50 PPR
 2. <http://store.cinemalibrestore.com/special-lemon-2.html>
- C. \$350 – Buy 50 DVDs at \$7 each and CLS will waive one (1) PPR for audiences up to 300, no admission charged.
 1. <http://store.cinemalibrestore.com/special-lemon-2.html>
- D. \$600 – Buy 100 DVDs at \$6 each and CLS will waive 1 PPR for audiences up to 300, no admission charged.
 1. <http://store.cinemalibrestore.com/special-lemon-2.html>

VI. SELL THE FILM

a. BECOME A WHOLESALE ACCOUNT

- A. Contact: sales@cinemalibrestudio.com

b. BULK SALES – For approved non-profits and activists (All sales are final.)

- A. \$200 – Buy 25 DVDs at \$8 each.
- B. \$350 – Buy 50 DVDs at \$7 each.
- C. \$600 – Buy 100 DVDs at \$6 each.
- D. Contact: sales@cinemalibrestudio.com

VII. PROMOTIONS

a. COUPON DISCOUNTS

- A. For bloggers, organizations, individuals, etc., who are willing to promote the film via emails blasts, banners, etc., we can offer coupon discounts (\$3.00 - \$5.00) to their readership.
- B. For details contact: info@cinemalibrestudio.com

VIII. QUESTIONS?

- a. Visit our FAQ at http://www.cinemalibrestore.com/educational_grassroots.html
- b. Or contact sales@cinemalibrestudio.com
- c. More information available at: www.cinemalibrestudio.com