



ABOUT THE NONPROFIT & THE EVENT

Project Blackbird, Inc. is a non-profit 501(c)(3) and corresponding live touring event that aims to encourage conversations around the crises and stigma around mental illness and eating disorders within underrepresented communities nationwide. Through a programmatic tour of the award-winning short film BLACKBIRD and a celebrity panel discussion featuring NFL and/or NBA mental health advocates alongside Project Blackbird founder Alexandra Miles, the event encourages and empowers participants to confront mental health struggles in their lives that may be causing them shame in order to give those situations less power, and provides participants with local, national, and campus resources to begin the journey toward recovery and self-acceptance.

Recent events include panels at the Sundance Film Festival, South by Southwest (SXSW), and the Cannes Film Festival.

EVENT DECK.



#SHEDSHAME 2024

DONATE 



#SHEDSHAME 2024 RUN OF SHOW

Event Run of Show	~1 Hour, 45 Minutes Total
Vendor Setup	Program partners NAMI, Talkspace, and Maybelline will have tables at all events.
Beginning: Attendees arrive at the venue	Generally 100-1,000 attendees, especially at colleges & universities
Intro: In the lobby	"Resource Fair" from campus, club, local, and national organizations, including student wellness, therapists, nutritionists, etc. All attendees receive a swag bag and can go to the various tables and collect resources and additional swag.
Middle:	Attendees file into auditorium for the event itself: Film screens (either 5 minute or 13 minute version)
Middle: Excercise	Journal activity where we explain that the audience journals about a struggle, and a message of hope to leave behind. Anonymous journal swap as they exit the event into the resource fair.
End: Q&A	Panel discussion + optional audience Q&A (~40 minutes)
Close: End	Disperse



ALEXANDRA MILES





#SHEDSHAME 2024

TESTIMONIALS FROM ATTENDEES & HOSTS

"Bringing Project Blackbird to GW began a really important conversation on campus around eating disorders and mental health. There can be so much stigma around these topics; inviting Project Blackbird allowed us to gauge the comfort level of our students and understand where they are coming from." - Student Affairs, George Washington University



"Experiencing the life-changing impact of Project Blackbird firsthand has been truly amazing. I have witnessed beautiful conversations unfold after an event, with many participants just beginning their mental health journey." - NAMI Central Texas



"Project Blackbird is a shining light on how to destigmatize and change the narrative in mental health. Conversation through film is a powerful medium to help people understand, relate, and engage in sometimes hard, but very important, conversations." - Anonymous Audience Member





#SHEDSHAME 2024

ATHLETE-FOCUSED EVENTS

Project Blackbird has a live event that is tailored to collegiate student-athletes that includes a panel discussion featuring a sports star from the NFL or NBA. We have partnerships with both the NFL Players' Association and the NBA Players' Association, with additional partnerships in development. These events help student-athletes understand that they are not the only ones dealing with the unique situation of balancing their studies with practices, games, and the toll that can take on their mental health.

Our outstanding panel, featuring @coreycoleman, @easie91, and @moneymarc91, passionately delved into NFL and Athlete perspectives on mental health, sparking meaningful conversations and striving to normalize conversation everywhere. We are so excited to continue sharing some impactful snippets from our SxSW conversation...stay tuned!





#SHEDSHAME 2024 EATING DISORDER- FOCUSED EVENTS

An event more directly addressing and focusing on Eating Disorders, this event debunks myths, addresses the signs and struggles of an eating disorder, the discrepancies in treatment and awareness, how to support, amongst other topics. We shed light on the various struggles that might lead to eating disorder behaviors and/or an eating disorder diagnosis, and tailor the resource fair to specific eating disorder resources. General mental health providers and resources are also present, but this event highlights the eating disorder topic more specifically.





#SHEDSHAME 2024

GENERAL MENTAL HEALTH

This is our standard event for both high school and college students, though the content of the panel discussion can be adjusted depending on the age range of the attendees.

This panel features Alexandra (Founder, Project Blackbird), Kendra ("the original Blackbird" whose story is depicted in the short film Blackbird), and a celebrity panelist who would be a draw for students in that particular market/region/school. The conversation will focus generally on mental health, how to shed shame around mental health issues, and encourage attendees to take advantage of Project Blackbird's offer of free therapy through a partnership with Talkspace.





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MENTAL HEALTH AND FILM (SOCIAL IMPACT)

This type of event will open with the full, 13-minute film Blackbird, but unlike other events, this panel will focus more on the film itself and how it is being used to create social change through an evergreen social impact campaign. The panel discussion will feature Alexandra (Founder, Project Blackbird and producer/actress in Blackbird) and award-winning impact producer Kait Halibozek, and will discuss how film and media is such a powerful tool to address social issues and educate the public.





#SHEDSHAME 2024 FILM FESTIVAL

PROJECT BLACKBIRD has been presented at Sundance 2024, Cannes Film Festival 2024, SxSW 2024, TIFF (Toronto International Film Festival) 2024, and Festival of Cinema New York City 2024. This conversation is tailored similarly to the "mental health in film" panel, and involves an expanded panel of actors and filmmakers and a discussion of mental health in narrative filmmaking and diverse representation. This is followed by a networking event involving gifts from like-minded health and wellness brands to enhance mental and physical health and connection at the film festivals.



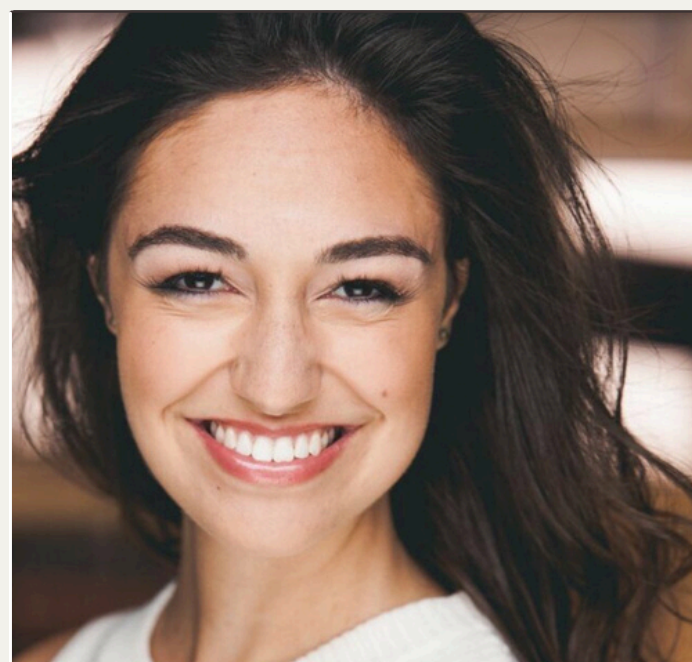
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#SHEDSHAME 2024

ABOUT THE TEAM



ALEXANDRA MILES
Founder, Project Blackbird



Alexandra Miles is a Savannah, GA based producer, actor, and non-profit founder with a focus on narrative film and mental health impact. Alexandra earned degrees in Business and Fine Arts from Boston University and SCAD before producing the short film Blackbird. She founded the non-profit Project Blackbird in 2022, and she works tirelessly to bring the message of shedding shame around mental health issues to students, conference attendees, and film festival attendees worldwide.



PAULA EDWARDS GAYFIELD
Panel Moderator



Paula Edwards-Gayfield, LCMHCS, LPC, CEDS-C, BC-TMH, is a Regional Assistant Vice President and Diversity & Inclusion Co-Chair at The Renfrew Center. She is an experienced presenter addressing eating disorders and diversity, as well as a contributor to the book, Treating Black Women with Eating Disorders: A Clinician's Guide. She is a certified member and approved supervisor (CEDS-S) of IAEDP, the International Association of Eating Disorders Professionals and a former Co-Chair of the African American Eating Disorder Professionals – Black, Indigenous and People of Color Committee (AAEDP-BIPOC). She is a member of the National Eating Disorders Association (NEDA) Clinical Advisory Council and serves on the advisory board for Eating Disorder Recovery Support (EDRS).



KENDRA WILLIAMS
Panelist



BoKendra Williams is an advocate for fostering conversations that destigmatize mental illness within underrepresented communities. She shines a light on the damaging effects of eating disorders and emphasizes the importance of recovery. Kendra studies Sociology at Mt. San Jacinto Community College and aspires to acquire her PhD. She also enjoys spending time with her pets, Nala the guinea pig, and Agatha the Russian tortoise, as well as listening to music and reading.



KAIT HALIBOZEK
Tour Manager



Kait Halibozek is a freelance impact producer and grassroots marketing strategist based in Los Angeles, CA. With a decade of experience working at the intersection of social impact and entertainment, she believes in the power of film to educate, inspire, and create social change. She has been part of the Project Blackbird team in a consulting capacity since 2024.



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CONTACT

TO REQUEST AN EVENT FOR YOUR SCHOOL / COMMUNITY, PLEASE EMAIL KAIT HALIBOZEK AT PROJECTBLACKBIRD@KHALIBOZEKCONSULTING.COM WITH AS MUCH INFORMATION ABOUT YOUR POTENTIAL EVENT AS YOU CAN SHARE.

New message

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To... **PROJECTBLACKBIRD@KHALIBOZEKCONSULTING.COM**

Subject... **I WANT TO BOOK AN EVENT**

I A INTERESTED IN BOOKING A MENTAL HEALTH EVENT WITH PROJECT BLACKDIRD AT MY CAMPUS. ❤️

SEND

PROJECT
BLACKBIRD

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LOGO ASSETS

