

# THE PROMISE

INJUSTICE IS ONLY ENABLED BY SILENCE

## March 2017 Bulletin

*News about the film's theatrical and social impact campaign, with updates from NGO partners, artists, and influencers.*



### NEW TRAILER OUT NOW

Watch the new trailer for THE PROMISE now on [YouTube](#) and [Facebook](#)!

Share using the hashtag **#KeepThePromise**.

In Theatres: April 21, 2017

Written by:  
Terry George  
Robin Swicord

Directed by:  
Terry George

Starring:  
Oscar Isaac

Produced by:  
Eric Esrailian  
Mike Medavoy  
and William Horberg

Christian Bale  
Charlotte Le Bon  
Angela Sarafyan  
Shohreh Aghdashloo  
James Cromwell

## INTERVIEW WITH CHRIS CORNELL

Multi-Grammy Award-winning and Golden Globe nominated singer/ songwriter Chris Cornell wrote and performed the new original song 'The Promise' featured in the film.



Cornell's involvement stemmed from his close friendship with the film's producer, Eric Esrailian. Having married into a Greek family, Cornell had been exposed for years to stories about similar treatment suffered by the Greeks at the hands of the Turkish-ruled Ottoman Empire. "If it's something you or your family members went through, it's something you're faced with confronting on a daily basis," said Cornell. Immersed in these stories and after further research, he was inspired by the strength and perseverance of those who were affected by these tragic events. Cornell aimed to help tell the story of the film, but also to connect it to the kind of brutality we still face today.

***"The Promise to me is mainly about paying homage to those we lost in the Armenian Genocide, but it's also about shining a light on more recent atrocities. The same methods used in the Armenian genocide were used to carry out crimes against humanity in Bosnia, Darfur, Rwanda and right now in Syria on multiple fronts, contributing to a massive global refugee crisis."***

"The film and plot are your bandmates and the song has to be true to the story and the characters in it," he said. "The Promise to me is mainly about paying homage to those we

lost in the Armenian Genocide, but it's also about shining a light on more recent atrocities. The same methods used in the Armenian genocide were used to carry out crimes against humanity in Bosnia, Darfur, Rwanda and right now in Syria on multiple fronts, contributing to a massive global refugee crisis. Unfortunately, the words 'never again' seem like just words when we recall these mass executions of the twentieth century, as well as renewed racism and prejudice around the world. Even in the US, the warning signs - isolating groups based on race and religion - are evident. We really need to tell these stories and keep telling them in as many different ways as we can. As humans, we have a tremendous capacity to trudge ahead in our lives and not look at the difficult and challenging moments... but I think it's important. Educating ourselves on the past is the best way to understand the present and avoid future atrocities by understanding and intervening. We must educate and stand as one to combat this fear and violence, and as citizens of the world, work to protect each other's human rights." 100 percent of the song proceeds will benefit the International Rescue Committee.

[Buy song on iTunes](#)

[Listen on Spotify](#)

[Watch lyric video](#)

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## NEW PARTNER SPOTLIGHT: ELTON JOHN AIDS FOUNDATION



*David Furnish, Eric Esrailian,  
and Sir Elton John*



*Angela Sarafyan  
Photos courtesy of Getty Images for EJAF*

On Sunday, February 26<sup>th</sup>, **Sir Elton John** and **David Furnish** introduced the film at **the Elton John AIDS Foundation (EJAF)**'s 25th annual *Academy Awards Viewing Party* in West Hollywood Park.

"We have only to look at the horrific HIV/AIDS outbreak that followed in the wake of the Rwandan genocide in the mid-1990s to understand the direct connection between human rights atrocities and public health crises like the AIDS epidemic," said EJAF Founder Elton John. "The film's theme #KeepThePromise can be interpreted as keeping the promise to

remember and learn from the atrocities of the past, as well as keeping the promise to end AIDS. At EJAF, we are committed to #KeepThePromise and raise awareness about this powerful film that uses classic storytelling to inspire people to take action today. We are honored to share the important timing of our Oscar-night event to introduce people to *The Promise*.”

In addition to sharing EJAF’s vision for championing human rights, *The Promise* team at Survival Pictures has taken the unprecedented step of making the commitment to donate all proceeds from the film to nonprofit organizations including EJAF and other human rights and humanitarian groups. As part of this commitment and to inspire Party guests to give generously, Survival Pictures has matched the pledges guests made to EJAF via text and live auction purchases made during EJAF’s *Academy Awards Viewing Party* with the goal of making this a record-setting evening. Over \$7 million was raised. [Read](#) more and watch Elton and David’s interview [here](#).

## PRESS

### ***INTENT TO DESTROY TO PREMIERE AT TRIBECA FILM FESTIVAL 2017***

**Joe Berlinger’s** thirteenth feature documentary film ***Intent to Destroy*** will premiere at Tribeca Film Festival on Tuesday, April 25<sup>th</sup> at the School of Visual Arts.

Pulling back the curtain on mass murder censorship in Hollywood due to U.S. government pressure to appease a strategic ally, *Intent To Destroy* embeds with the production of *The Promise* as a springboard to explore the violent history of the Armenian Genocide and legacy of Turkish suppression and denial over the past century. Provided unrestricted on-set access by Terry George, Berlinger captures the cinematic and political challenges of producing a historically meaningful, big-budget feature film in an environment rife with political suppression and threats of retaliation. Berlinger intertwines these three separate threads – the modern day production of THE PROMISE, the history of the Genocide and the century of international repression. In doing so *Intent To Destroy* presents a more complete account of Armenia – the Genocide, its delayed recognition and a nearly forgotten history of suffering and heroism in the hope of inspiring a collective sense of international justice and humanity.

**THE PROMISE**  
International Release

**UNITED KINGDOM April 28<sup>th</sup>**

**INTENT TO DESTROY**  
Tribeca Film Festival public screenings

**Thursday, April 27<sup>th</sup>**

## EVENTS

**Film Festivals****Cinequest (San Jose)**Thursday, March 9<sup>th</sup>**Phoenix Film Festival**Tuesday, March 11<sup>th</sup>**Sonoma International Film Festival**Wednesday, March 29<sup>th</sup>**Atlanta Film Festival**Sunday, April 2<sup>nd</sup>**Dallas Film Festival**Thursday, April 9<sup>th</sup>**Austin Film Festival  
(The University of Texas)**

Date TBD

**Washington D.C.  
(private Capitol Hill Screening)**March 22<sup>nd</sup> at 6:00 pm

The Rayburn House Office Building

Gold Room (Room 2168)

Washington, D.C.

**UCLA**

Director **Terry George** has represented the horror and humanity of genocide in films such as *Hotel Rwanda* and *The Promise*, his most recent feature about the Armenian genocide. Producer and physician **Eric Esrailian** and **Dr. Stephen D. Smith**, executive director of the Shoah Foundation, join George to discuss the challenges and politics of representing real-world atrocities within the constraints of the film medium. Moderated by journalist and filmmaker **Carla Garapedian**.

[Livestream discussion with Terry George, Eric Esrailian & Stephen D. Smith](#)

April 6<sup>th</sup> at 7:30 pm

Hammer Museum

10899 Wilshire Blvd.

Los Angeles, CA 90024

**COLGATE UNIVERSITY SCREENING**Monday, March 27<sup>th</sup> at 6 pm

Hamilton Movie Theater

7 Lebanon St.

Hamilton, NY 13346

**#KEEPTHEPROMISE CAMPAIGN & PARTNERS**

*[Your] "faith also accompanied  
and sustained your people  
during the tragic experience one  
hundred years ago in what is*

generally referred to as the first genocide of the twentieth century.”

Pope Francis to Catholicos Karekin II,  
head of the Armenian Orthodox Church  
April 12, 2015 Vatican



Photo courtesy of AP Photo/Gregorio Borgia

The social impact campaign accompanying *The Promise* will educate the global public about the genocides and mass atrocities of the 20<sup>th</sup> and 21<sup>st</sup> centuries, the debate about the legal definition of genocide, and historical denialism. The impact campaign will inform and inspire people to take action so they become part of the anti-genocide movement led by human rights organizations and change-makers dedicated to ending crimes against humanity and bringing perpetrators to justice. Unite with us under **#KeepThePromise** to join the movement.

We would like to thank our NGO partners committed to anti-genocide work, promotion and protection of human rights, support for justice and accountability and remembrance of the Armenian genocide. We greatly appreciate your support of the film. If you and your organization would like to join the campaign, please email [ThePromiseImpactCampaign@gmail.com](mailto:ThePromiseImpactCampaign@gmail.com).





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