



SOCIAL MEDIA TOOLKIT

Mama Bears premieres on *Independent Lens* Tuesday, June 20. Watch on the PBS App starting at 10/9c.

They call one another “mama bears” because of the ferocity with which they fight for their children’s rights. Although they grew up as fundamentalist, evangelical Christians praying for the souls of LGBTQ+ people, these mothers are now willing to risk losing friends, family, and faith communities to champion their kids—even if it challenges their belief systems and rips apart their worlds.

Site: pbs.org/mamabears

Hashtag: #MamaBearsPBS

SOCIAL ASSETS

Google Drive: <https://bit.ly/3lqRnT4>

Web Download: <https://to.pbs.org/3xtylWs>

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Conservative, Christian beliefs have defined their lives. Now they’re championing their LGBTQ+ children. Watch @IndependentLens’ #MamaBearsPBS on the PBS App starting April 24.

pbs.org/mamabears

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Follow a few of the 8,000 dedicated moms across the United States who have connected to create a network of love and conviction. Watch @IndependentLens’ #MamaBearsPBS on the PBS App starting April 24.

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