



## SOCIAL MEDIA TOOLKIT

***Storming Caesars Palace*** premieres on *Independent Lens* Monday, March 20. Watch on the PBS Video app starting at 10/9c.

After losing her job as a hotel worker in Las Vegas, Ruby Duncan joined a welfare rights group of mothers who defied notions of the “welfare queen.” In a fight for guaranteed income, Ruby and other equality activists took on the Nevada mob in organizing a massive protest that shut down Caesars Palace.

**Site:** <https://pbs.org/stormingcaesars>

**Hashtag:** #StormingCaesarsPBS

### **SOCIAL ASSETS**

**Google Drive:** <https://bit.ly/3EebcCp>

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

### **SUGGESTED COPY**

How Vegas activist Ruby Duncan's grassroots movement of moms fought for basic income guarantee.

Watch @IndependentLens' #StormingCaesarsPBS on the PBS Video app starting March 20.

<https://to.pbs.org/3UN6baK>

“If you want your life to get better, you’ve got to fight for it!” -Ruby Duncan

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The story of the welfare rights group of mothers who defied notions of the “welfare queen.”

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