



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Sheena Yera | 856-308-3061

Mike Neilon | 610-613-2664

**Camden City School District and Subaru to Host Film Screening: Snow Sport Athletes to promote Diversity in Winter and Outdoor Sports**

*A collection of athletes from the film Approach 2 visit Camden to promote diversity in snow sports. Screening of Approach 2 from 10:00 am - 10:20 am*

Camden, NJ, June 1, 2023 – Subaru of America, Inc. (Subaru) will partner with the Camden City School District to host a screening event at Catto Family School for “[The Approach 2](#)”. The Approach is an action-driven ski and snowboarding film series elevating people of color, women, and adaptive athletes. Shortly after the screening, special guests including athletes from the film along with the filmmakers will surprise the students.

The film aims to support and encourage diversity in snow sports, and to highlight the importance of providing opportunities for individuals who are traditionally underrepresented in this space. The featured athletes and filmmakers are experienced leaders in the field who will share their insights and experiences in breaking down barriers and creating a more equitable and inclusive culture in snow sports. Students will have the opportunity to engage in a Q&A session with the athletes and filmmakers and will be given limited-edition trading cards of the star athletes, along with a chance to have them autographed.

The event will include:

- Ingrid Backstrom – Internationally ranked professional skier and free-skiing legend
- Brooklyn Bell – Professional skier, mountain biker, and artist
- Sophia Rouches – Professional skier and sea kayak guide
- Vasu Sojitra – Professional athlete and disability access strategist
- Emilé Zynobia – Professional snowboarder, writer, and sustainability and climate specialist
- Anne Cleary – Director / Director of Photography (DP)
- Faith Briggs Rose – Director of the forthcoming Approach 3

**Who:** Camden City School District students, staff, Subaru of America, The Approach Team

**What:** Approach 2 Film Screening and Athlete Q&A: Elevating People of Color, Women, and Adaptive Athletes in Snow Sports

**When:** Thursday, June 1, 2023 | 10:00 am - 11:00 am  
Screening of Approach 2 from 10:00 am - 10:20 am  
Q&A session with athletes: 10:20 am - 11:00 am

**Where:** Octavius V. Catto Family School Auditorium | 3100 Westfield Ave. Camden, NJ

###



Camden Public Schools



@CamdenSchoolsNJ



CamdenPublicSchools



CCSD-TV