



**For Immediate Release**

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## **WHAT OF THE DAY DOCUMENTARY PREMIERES AT THE PAN AFRICAN FILM FESTIVAL**

“What of the Day: Celebrating a Century of Service, The Phi Beta Sigma Fraternity Story” Documents Stellar Achievements of National Organization

(Los Angeles, CA) **With Grace Productions in association with Phi Beta Sigma** proudly announces the world premiere of the documentary ***What Of The Day: Celebrating A Century of Service, The Phi Beta Sigma Fraternity Story*** at the **Pan African Film Festival Saturday, February 6 at 7:00 p.m. and Sunday, February 14 at 1:00 p.m. at the Rave Cinema Baldwin Hills**, 4020 Marlton Ave, Los Angeles, California. “*What of The Day* shows the significance of the organization’s longevity through a century’s worth of societal adversity. While the individual stories of member greatness are impressive, the underlying story is the support and relevance of the fraternity over the course of 100 years,” states **Pamela Bright-Moon**, film producer and President, With Grace Productions.

About the Film: *What Of The Day: Celebrating a Century of Service, The Phi Beta Sigma Fraternity Story*, is a feature length documentary depicting the significance of the black fraternity movement in America, and chronicles one fraternity, Phi Beta Sigma, as it prepares to celebrate its 100th Anniversary. It is the fraternity of such civil rights and cultural icons as James Weldon Johnson, Alain Leroy Locke, Asa Phillip Randolph, John Lewis, Hosea Williams, James Foreman, Huey P. Newton, Bill Clinton, Al Sharpton and a host of others. Phi Beta Sigma Fraternity was part of every social change movement of the 20th Century, and began making its mark on civil, political and human rights in the 21st Century. What of the Day is a With Grace Productions film and co-produced by Pamela Bright-Moon. Stating what the audience can expect from the film Bright-Moon explains, “I want

the audience to appreciate the contributions of historic Black organizations. Hopefully there will be a take away not only of the struggles but also the successes from which we are still benefiting from today.” The documentary is directed, written and co-produced by Dr. Anthony Asadullah Samad who is a member of the fraternity, and states, “I believe the public will be astounded to know how the members of Phi Beta Sigma Fraternity have changed their lives and the course of American history over the past century.”

About the Pan African Film Festival: Established in 1992, The Pan African Film Festival (PAFF) is dedicated to the promotion of cultural understanding among peoples of African descent. PAFF is dedicated to racial tolerance through the exhibition of film, art and creative expression.

About With Grace Productions: With Grace Productions, Inc. (WGP) is a full service video production company providing creative and professional services that satisfy all video needs. We deliver high quality product ranging from promotion collateral and political ads to multi-camera conferences and live video streaming services. With over thirty years’ experience in creative and technical television production, Pamela Bright-Moon, President established (WGP) with community and non-profit organizations in mind to assist with a creative and affordable alternative to traditional marketing applications.

More information about the film is available on the website **[www.whatoftheday.com](http://www.whatoftheday.com)** and on **[Facebook](#)** and **[Twitter](#)**. For media inquiries please contact April Rushing at 310.987.7318 or by e-mail at **[April@RushingMedia.com](mailto:April@RushingMedia.com)**.

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