



WHO IS DAYANI CRISTAL?

A FILM BY GAEL GARCÍA BERNAL AND MARC SILVER

ACTION TOOLKIT

A RESOURCE FOR SCREENING HOSTS, ADVOCATES, AND ACTIVISTS TO ORGANIZE AND MOBILIZE AROUND THE ISSUES EXPLORED IN WHO IS DAYANI CRISTAL?



// ABOUT THE FILM

Who Is Dayani Cristal? tells the story of a migrant who found himself in the deadly stretch of desert known as “the corridor of death” and shows how one life becomes testimony to the tragic results of the U.S. war on immigration. As the real-life drama unfolds we see this John Doe, denied an identity at his point of death, become a living and breathing human being with an important life story about love and the risks one takes for one’s family.

Gael Garcia Bernal retraces the dead man’s steps along the migrant trail through Central America and Mexico. In an effort to understand what it must have felt like to make this final journey, he embeds himself among migrant travelers on their own mission to cross the border. He experiences first-hand the dangers they face and learns of their motivations, hopes and fears as they travel north – giving us a rare insight into the human stories which are so often ignored in the immigration debate.

// ABOUT THE CAMPAIGN

Inspired by the story of one person, Who Is Dayani Cristal? opens a window into the hopes and challenges that propel thousands of undocumented migrants to risk it all to reach the United States. By listening to migrants’ words and experiences we learn more about what motivates their journeys, which prompts us to think more critically about migration policies and to take action to create positive change.

Following a four-year consultative process with the community in the film and with humanitarian organizations, the social impact campaign is focused on promoting community development and migrants rights, through a specific set of issues and solutions detailed in this toolkit and on the website.

We invite you to join our campaign by planning events, discussing the issues, and taking direct action.

// ABOUT THE TOOLKIT

THIS TOOLKIT IS DESIGNED TO GIVE YOU THE TOOLS TO JOIN OUR CAMPAIGN. EACH OF THE TOOLKIT’S MODULES STANDS ON ITS OWN AND CAN BE USED WHEN IMPLEMENTING A SPECIFIC TYPE OF EVENT FOR VARIOUS AUDIENCES.

For information on how to do the following, please click on these links:

- > **Plan a theatrical or community screening**
- > **Bring the film to your local theater by planning a “theatrical-on-demand” Gathr® screening**

Facilitate a discussion or post-screening Q+A with:

- > **General audiences**
- > **Faith-based audiences**
- > **Academic audiences**
- > **Advocacy groups**
- > **Mobilize your audiences to take action**

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> IN COLLABORATION WITH



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