

Movie Monday T shirts and slogans

In the first six months of Movie Monday, once I felt it was a sustainable project, I made MM T shirts. They said in bright magenta “Movie Monday” in big lettering front and back and slogans “Be A Producer” on the front and “WAKE UP and smell the popcorn” on the back.



The first slogan was flipping the bird at the term “consumer” that people with mental illnesses were given, short for “consumers of mental health services”. I used that term sometimes but it felt like it was a one-way street. I realized that I was giving back, producing all these events within the building where professionals were dishing out conventional services. Also, in the movie industry, producers are the ones who put film projects together. I sometimes facetiously called myself the “Movie Monday Mogul”.

“WAKE UP and smell the popcorn” was voicing my frustration that the formal system was slow to realize the power that films have when presented in context and with opportunities for discussion. I was realizing this more and more as I explored bringing people out for popular entertainment (popcorn included), often with themes that touched on challenges that people presenting with mental illnesses struggle with. Even just getting people out of isolation and together in an audience was something that MM was accomplishing.

In later years T shirts for special guests and crew had a more elegant, small screen-printed MM with the web .ca and the persistent WAKE UP and smell the popcorn.



Another slogan on our playbills was “a whole lot more than just a free movie”. Our events were always Free, donations appreciated and we very often added much to screenings, in person and by phone or Skype. with guest filmmakers, local people that brought the story into local context.

Robert and Doug from *Breakaway: A Tale of Two Survivors* “Reel Madness Festivals” were another excuse to put people in T shirts (we granted a film festival in England the right to use the name Reel Madness. Dame Judy Dench was the patron!)





the "Two Bruces" – Bruce Wallace and me.

And finally, in the last couple of years, we came up with the grandiose slogan "Making Monday the best day of the week!!" to project on the screen before the show:

