

**HOT DOCS SERIES FOR VIOLA TO PRESENT EXCLUSIVE PREVIEW OF
DON'T GO TELLIN YOUR MOMMA THIS JULY**

Toronto, ON, July 20, 2021 – Hot Docs is pleased to announce the next film programmed for its free documentary series *For Viola* will be the short film and '21 Hot Docs Festival Official Selection, *Don't Go Tellin Your Momma*. A striking visual album directed by hip-hop artist Topaz Jones with eye-popping cinematography by *Lemonade's* Chayse Irvin, the film presents a reimagining of The Black ABCs, a flashcard system developed by a group of Chicago teachers in the 1970s. Before its international premiere at this year's Hot Docs Festival, the film won this year's Sundance Film Festival's Short Film Jury Award for Non-Fiction as well as SXSW's Special Jury Recognition for Visionary Storytelling. *Don't Go Tellin Your Momma* will be available to stream on Hot Docs at Home at hotdocs.ca for a 10-day exclusive preview beginning on July 22.

DON'T GO TELLIN YOUR MOMMA

D: Simon Davis, Jason Sondock, Topaz Jones | 36 min | 2020 | USA

A slick visual album directed by rapper and singer Topaz Jones that offers a thoroughly modern and timely update to the Black ABC's, a flashcard system created by a group of educators in 1970s Chicago. Using messages like "A is for Afro" and "S is for Soul Sister," the cards promoted images of Black learning and joy in an era where the vast majority of materials created for kids were centered on whiteness. Now, 50 years later, the multi-talented Jones—along with directing duo rubberband—updates the meaning of each letter of the alphabet to reflect on aspects of contemporary Black identity. A pastiche of music, images and identity, *Don't Go Tellin Your Momma* is an unforgettable sensory experience with a powerful social message.

Featuring a special post-screening Q&A with Topaz Jones and co-director Simon Davis (rubberband).

Available Thursday, July 22

Named in honour of Canadian civil rights icon Viola Desmond, the documentary series *For Viola* centres around Black, Indigenous and People of Colour (BIPOC)-led stories and filmmakers. To minimize barriers to audience participation, this series will always be free of charge. *For Viola* is programmed by Hot Docs' distribution manager Julian Carrington and volunteer coordinator Dawnalda Brennan, in consultation with Hot Docs' Equity, Diversity and Inclusion (EDI) anti-racism working group.

For Viola is supported by the City of Toronto and the Donner Canadian Foundation.

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[Hot Docs](http://hotdocs.ca), (hotdocs.ca) North America's largest documentary festival, conference and market, is a not-for-profit organization dedicated to advancing and celebrating the art of documentary and to creating production opportunities for documentary filmmakers. Year-round, Hot Docs supports the Canadian and international industry with professional development programs and a multi-million-dollar production fund portfolio, and fosters education through documentaries with its popular free program Docs For Schools. Hot Docs owns and programs the Hot Docs Ted Rogers Cinema, a century-old landmark located in Toronto's Annex neighbourhood and the world's first and largest documentary cinema, and operates Hot Docs at Home streaming platform.



PRESS RELEASE

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Hot Docs is a charitable, not-for-profit organization committed to advancing the art of documentary and supporting opportunities for independent filmmakers.

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