

**DOCUMENTARY STORYTELLING BOOSTS EMPATHY –  
HOT DOCS AND STORYBOLT PARTNER  
TO IDENTIFY HUMAN-CENTERED DOCUMENTARIES THAT RESULT IN MEASURABLE  
DEI ATTITUDE IMPACT**

**Toronto, September 26, 2022** – Hot Docs, the non-profit organization dedicated to advancing the art of documentary and host of North America's largest doc festival, conference and market, and StoryBolt, Inc., a private company providing inclusion training events to corporations, announce completion of research to identify short films capable of producing attitude change toward inclusive actions.

Hot Docs programmers have curated a selection of documentary films for StoryBolt to use as the core of its M-Pathi™ active inclusion learning experiences, which include open conversations with the filmmakers. Recommended by Hot Docs, these award-winning and dedicated filmmakers serve as impact producers by executing a strategic campaign of communication, outreach, and engagement to maximize the impact of their films.

**Chris McDonald**, President of Hot Docs, remarks that “We know from our research that documentary has the power to create empathy and inspire societal and cultural change. The partnership with StoryBolt gives us a unique and measurable view of this impact in the corporate world to generate more positive attitudes toward diverse customers and colleagues and encourage inclusive behaviors.”

StoryBolt co-founder, **Babak Shahmansouri**, comments that “We are excited about our impact on attitude change toward inclusion of 50% versus control group, and to expand our impact by adding these documentaries and filmmakers to our library. We continue to amplify the voices of underrepresented filmmakers by bringing films like these to our customers who are recognized leaders in achieving diversity and inclusion.” **Shital Patel**, ERG Co-Leader at Paylocity OneWorld, adds “We highly recommend storytelling because the issues around inclusion and diversity are very difficult to talk about and very difficult to understand, and storytelling is a way to launch that conversation and awareness.”

**About Hot Docs**

[Hot Docs](#), 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.

**About StoryBolt**

StoryBolt, ([www.storybolt.com](http://www.storybolt.com)), is a corporate inclusion training events company headquartered in Toronto, ON and Hammond, In. StoryBolt's mission is to create empathy and measurable impact at scale for DEI-leading clients such as General Mills, United Airlines, Paylocity, and Discover Financial Services. The StoryBolt team of educators, film producers and HR specialists developed Mpathi™, an active online learning methodology based on the neuroscience of empathy and the behavioral science of attitude change. Drawing from our platform of 4000+ documentary films and filmmakers, and from subject matter expert partners, StoryBolt delivers measurable attitude change toward inclusive behaviors that drive innovation. Register [here](#) to attend a live online demonstration of a StoryBolt M-Pathi(tm) event.

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