



a BookMyShow initiative

## **This International Women's Day, BookASmile spreads awareness with a special screening of 'Period. End of Sentence.'**

*The initiative aims to educate young girls about menstruation and alleviate the stigma attached to it*

**Mumbai, March 7, 2019:** With the theme for this International Women's Day being #BalanceforBetter, BookASmile, the charity initiative of BookMyShow is reaching out to the grassroots to bring about a change. BookASmile is hosting a special screening of Oscar winning documentary 'Period. End of Sentence.', to educate young girls about menstruation and address the stigma attached to it.

Over 50 young girls above the age of 13 will watch the award-winning documentary at BookMyShow's Amphitheatre. After the screening, the BookASmile team will interact with these young girls on the challenges and daily issues that they face, surrounding the subject. The team will also guide them on sanitary measures that need to be taken while dispelling taboo notions surrounding periods.

"For years, Indian women and girls have been subjected to menstrual stigma. It's time we deal with these grassroot beliefs and educate young girls about periods to normalize its occurrence. Visual experiences and movies have always been the most powerful medium of education, and we hope that today, these girls go back with a change in their thought process and embrace periods as an important part of themselves." said **Farzana Cama Balpande – Head, BookASmile.**

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### **About BookASmile**

BookASmile (BAS) is a charity initiative run by India's leading entertainment destination BookMyShow. Created with a vision to support special causes and enrich the lives of the less fortunate across India through entertainment-led experiences, the initiative invests a lot of energies to create an inviting community to ensure that they can be privy to opportunities, by incorporating into their lives, activities and experiences from across genres like Sport, Cinema, Arts, Theatre & Music. The BookASmile initiative has been operational since 2014 and has been integrated within the BookMyShow App and website. With BookMyShow's vast customer base, the initiative has been raising funds for special causes whereby every consumer can choose to contribute from Re.1/- per ticket - to a maximum of Rs. 5/- per transaction towards charity. For more information, please visit [www.bookmyshow.com/donation/](http://www.bookmyshow.com/donation/)

### **About BookMyShow**

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination and the one-stop shop for every out-of-home entertainment need. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company has evolved from a purely online ticketing platform for movies across 6,000 screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards.

BookMyShow has also built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and Movie Mode, impacting tens of millions of users and the industry at large. With continued support from investors including TPG Growth, Stripes Group, SAIF Partners, Accel and Network18, BookMyShow is invested in providing the best user experience, whether on ground or online. Demonstrating category leadership, BookMyShow has grown beyond India with operations in Dubai, Indonesia, Sri Lanka and Singapore amongst others. The Mumbai-headquartered company counts Ticket Green, Eventifier, Fantain, Masti Tickets, Townscript and Burrp amongst its key investments in the sector. BookMyShow



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is also committed to society at large, by way of its charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit [www.bookmyshow.com](http://www.bookmyshow.com)

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