



SOCIAL MEDIA TOOLKIT

ATTLA premieres on *Independent Lens* Monday, Dec 16, tune in or stream, at 10/9c ([check local listings](#)) on PBS.

ATTLA tells the gripping but little-known story of legendary Alaska Native dogsled champion, George Attla, who, with one good leg and one outlandish dream, trains his young grandnephew to compete in the world's largest sprint dogsled race.

The **toolkit** and additional assets can be found on [Drive](#).

Companion Site: <https://to.pbs.org/30V4FqY>

Official Hashtag: #AttlaPBS

Streams December 16 on PBS Video: <https://to.pbs.org/2wSvRJK>

FACEBOOK:

Don't stop believin'. The incredible true story of a dogsledding legend.

ATTLA premieres December 16 on @PBS. Tune in or stream. <https://to.pbs.org/30V4FqY>

He was a dog whisperer, an ingenious businessman, a charismatic heartthrob...and he changed dogsled racing forever. ATTLA premieres December 16 on @PBS. Tune in or stream.

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One of the greatest untold stories of triumph in the face of adversity.

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INSTAGRAM:

Monday, December 16 on #IndieLensPBS [Link in @IndependentLens bio]

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