



## SOCIAL MEDIA TOOLKIT

**Decade of Fire** premieres on *Independent Lens* November 4, tune in or stream, at 10/9c ([check local listings](#)) on PBS.

*In a lesser-known piece of New York history, the South Bronx looked like a war zone after an epidemic of fires in the 1970s. It was up to Vivian Vázquez Irizarry and other community leaders to save their neighborhoods. Abandoned by landlords and city officials, buildings burned almost continuously from an estimated forty fires a day that razed 80% of area housing stock and displaced a half-million residents. With the help of fellow survivors, Vivian tells the story of the brave advocates who banded together amidst the rubble and built a better future for their children.*

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**Decade of Fire Companion Site:** <https://to.pbs.org/30RqOq0>

**Official Hashtag:** #DecadeOfFirePBS

**Streams November 4 on PBS Video:** <https://to.pbs.org/2wSvRJK>

### Social Assets:

- Google Drive: <http://bit.ly/2K9hRI4>
- Web Download: <https://to.pbs.org/2wPovab>

### FACEBOOK:

A community is as strong as those willing to fight for its survival. The story of the brave people of the South Bronx who banded together amidst the rubble and built a better future for their children. @decadeoffire premieres Monday, November 4 on @PBS.

Tune in or stream. <https://to.pbs.org/30RqOq0>

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## **TWITTER:**

A community is as strong as those willing to fight for its survival. #DecadeofFirePBS premieres Monday, November 4 on @PBS. Tune in or stream.

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## **INSTAGRAM:**

Monday, Nov 4 on #IndieLensPBS [Link in @IndependentLens bio]

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