



## SOCIAL MEDIA TOOLKIT

***The Donut King*** premieres on *Independent Lens* Monday, May 24. Watch on PBS and the PBS Video app starting at 10/9c.

In 1975, Ted Ngoy escaped the Khmer Rouge in Cambodia, fled to California, and began anew with his wife and children. By the 1980s he had ascended from janitor to donut mogul. ***The Donut King*** is a tale of hard knocks, redemption, wealth, survival, risk, and donuts.

**Site:** [pbs.org/donutking](https://pbs.org/donutking)

**Hashtag:** #DonutKingPBS



### **SOCIAL ASSETS**

**Google Drive:** <https://bit.ly/3hwgcFX>

**Web Download:** <https://to.pbs.org/2CdcOju>

### **FACEBOOK**

[@TheDonutKingFilm](https://www.facebook.com/TheDonutKingFilm)

The American Dream with a \*glazed\* twist. 🍩👑

Watch @IndependentLens' #DonutKingPBS starting Monday, May 24 on @PBS and the PBS Video app.

<https://to.pbs.org/3eHNZ00>

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Do you remember the first pink box of donuts you ever had? Watch

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Meet the Donut King. 🍩👑 Learn how Cambodian refugee Ted Ngoy built a multi-million-dollar empire baking America's favorite pastry: the donut. Watch @IndependentLens' #DonutKingPBS starting Monday, May 24 on @PBS and the PBS Video app.

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## **INSTAGRAM**

([@TheDonutKingFilm](#))

Bio/swipe up link: <https://to.pbs.org/3eHNZ00>

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## **INSTAGRAM STORIES**

Watch #DonutKingPBS Monday, May 24 on @PBS and the PBS Video app. Link in @independentlens' bio for more.