



Pow Social Media Covers Private Screening of Hidden Figures

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The Pow Social team was invited by the NCB Foundation for its private premiere party for the movie, Hidden Figures, at the Carib 5 Cinema in Kingston on February 1. Headed by Alicia Lyttle, Pow Social's C.E.O., the company provided social media coverage, taking pictures and videos, and posting them on the Foundation's various social media pages.

NCB Foundation's private screening was put on especially for women, in keeping with the theme and message of the Hidden Figures movie. The movie, which is based off an actual story, is a study in empowerment and has three women in lead roles. The charitable arm of the National Commercial Bank took the opportunity to invite a number of women across Jamaica for the movie premiere. Activities at the event included photoshoots, giveaways, and a keynote speech by Nadeen Matthews, NCB Foundation C.E.O.

In providing social media expertise, Pow Social brought along its top social media managers and camera crew. They took timely photos of guests, including NCB staff, invited celebrities, and women CEOs and

managers, who had also been invited. The team took full advantage of a photo booth that was set up, featuring the Foundation's promotional backdrop and several photo op posters bearing empowering texts.

"It's a great thing for the NCB Foundation to invite all of these women out to the movies. The movie was so powerful that we were all touched, motivated and encouraged to reach higher and push ourselves," said Camille Lindsay, Social Media Coordinator at Pow Social.

At the end of the movie premiere, the Pow Social crew was pleased with their contribution to the night's proceedings and thanked the Foundation for inviting them. "The NCB Foundation invited us to attend the event, and we were also covering it for Social Media. The movie was so inspirational, the messages in that movie have definitely impacted my life," said Alicia Lyttle.

Pow Social's coverage of the Hidden Figures private screening at the Carib Cinema comes as the company continues to expand its range of social media services to clients in Jamaica.

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Pow Social

Pow Social combines talent and technical know-how to provide a range of marketing and social media services to a growing list of Jamaican brands.

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