

## Women's March Chicago to Create Digital History of Jan. 20 March to the Polls

### Public Invited to Contribute Photos, Videos to Archive

CHICAGO (Jan. 17) – When women and allies gather Jan. 20 in Grant Park to celebrate the year's spirit of resistance and mobilize for 2018 elections, more than 30 photographers and videographers will be recording the event to share highlights in real time and preserve history for future generations.



Sarah Matheson, a Chicago-based documentary photographer and digital asset management strategist, is assembling a Digital Media Team that will feed images from the event to social media directors who will post highlights in real time to sites such as Instagram, Twitter and Facebook. All images will be uploaded to a digital archive.

In addition, both amateur and professional photographers are invited to contribute images with their copyright information to the archive. To participate, register at <http://womens121marchonchicago.org/press-room/>

“We need to respect our history in the way we capture this grassroots movement and to document the changes that take place as a result of marching and voting,” Matheson said.

“This digital history is an important part of Women’s March Chicago’s growth from a march to a movement to raise the voices, profile and power of women,” said Women’s March Chicago Executive Director Claire Shingler. “These images and our archive will help us tell our story.”

Columbia College Chicago interns and recent graduates will be part of the team. The Photography Department also is providing space for a Digital Media Team headquarters leading up to and during the March Day.

This historically valuable archive is being created using technology provided by Libris by PhotoShelter, which allows creative teams to flexibly upload, organize, access and share images, video and other digital assets quickly and easily.

Matheson worked with Libris by PhotoShelter to archive more than 25,000 photos and data-rich files she assembled while earning a BA in Fine Arts at Columbia. She documented political events including the 2016 Democratic National Convention and the Hillary for America Campaign in Illinois. “We are taking the same approach to Women’s March Chicago as if we were running a digital team for an established major event,” Matheson said. “This grassroots movement has such scale and impact.”

“March to the Polls” will take place Saturday, Jan. 20 in Grant Park, site of the historic 2017 inaugural march that drew more than 250,000. It will feature music and videos starting at 9 a.m. while marchers assemble and a rally at 11 a.m. followed by a march to Federal Plaza. Chicago’s march is coordinated

with sister marches around the country organizing around voter mobilization for 2018 mid-term elections.

Since the march in 2017, Women's March Chicago <http://womens121marchonchicago.org> has formed a 501c4 organization promoting intersectional feminism and challenging the political system on issues affecting women. A 501c3 project has also been created in partnership with Chicago Foundation for Women. Organizers are committed to long term advocacy for women and allies.

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**Contacts:** Jessica Scheller [\(312\) 899-6358](tel:3128996358) [media@womensmarchchicago.org](mailto:media@womensmarchchicago.org)

***Note to Editors, Producers:***

Interview availability: Matheson and Digital Team. 9:00 am - 5 pm, Wednesday, Jan. 16 - Friday, Jan. 19.

B-roll of Matheson training photographers. Location: Columbia College [Chicago, 600 S. Michigan, 11th Floor, Room 1111](#). 6.30 pm-8.00 pm, Wednesday and Thursday, Jan. 18.