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Project Enye (ñ) Launches #EnyesCount, the Nation's First, Socially-Powered, Interactive Campaign to Count a Generation One Click at a Time

Filmmakers employ unprecedented strategies in the filmmaking industry to connect with their audience

DENVER, Colo. — [Project Enye \(ñ\)](#), a multi-platform documentary project about first-generation American born Latinos (Enyes), is launching a nationwide campaign to unite and rally this generation with a simple click of a mouse. From May 27-June 30, Enyes (ñ) can go to www.projectenye.com to register themselves on the [#EnyesCount](#) map to support the documentary and stimulate community growth. The map will provide a dynamic, real-time, graphic representation of an entirely new community as it begins to take shape.

According to the [U.S. Census Bureau](#), there are approximately 54 million Latinos living in the United States. Project Enye (ñ) estimates that of that total, 16 million are Enyes (ñ). Through [#EnyesCount](#), first-time Enye (ñ) filmmaker Denise Soler Cox, and four-time Emmy Award winning documentarian Henry Ansbacher hope to inspire one percent of Enyes (ñ) to stand up and be counted. Their goal is to stimulate a cultural awakening on a massive scale. Project Enye (ñ) seeks to identify and empower Enyes (ñ) across the nation to proudly claim their identity and cultivate new connections within this large and growing community.

"As a child, I recall many instances when I felt like I felt alone, as if I was the only one experiencing inner-conflict about who I was and where I belonged," said Soler Cox. "It wasn't until one night in Miami, the night I had the epiphany for Project Enye (ñ), that I realized that my story, was every first-generation American born Latino's story. And it was a story that needed to be told to help people heal, unite and belong."

A Cultural Awakening

Many first-generation American born Latinos or Enyes (ñ), unconsciously go through life straddling their "home" culture and the "American" culture they experience everywhere else. They nimbly turn their "Latino-ness" on or off depending on the situation. For many, this split cultural identity often results in feeling like they don't belong in either culture. Through Project Enye (ñ), Soler Cox and Ansbacher are driving awareness of the shared Enye (ñ) experience and working to cultivate a sense of belonging for a population struggling to understand where they fit in.

Digital media pioneer and documentary filmmaker Ansbacher explains, "Denise experienced a powerful, transformative and personal revelation when she realized her struggle with cultural identity was not hers alone. This realization fundamentally changed the way Denise viewed her own identity and resulted in a dramatic personal breakthrough. Project Enye (ñ) aims to use cutting-edge, socially-driven digital media distribution platforms to open the door for Enyes (ñ) across the nation to have their own personal cultural awakening."

#EnyesCount - Stand up and be Counted

To be counted in the #EnyesCount campaign, participants must register [online](#) between May 27-June 30 to process their registration. Participants will answer five basic demographic questions regarding where they currently live and where their mother and father were born. Upon completion, their response will be automatically added to the map to demonstrate how densely populated Enyes (ñ) are throughout the United States.

The #EnyesCount campaign is part of a series of community-building initiatives that currently include a weekly micro-doc video series, filmmakers podcast, blog and in-person social events, like happy hours and culinary gatherings.

The Project Enye (ñ) documentary is set to be released late 2015 and will be submitted to major US Film Festivals for award consideration. To learn more about Project Enye (ñ), subscribe to their multi-media content or pledge a donation to support the initiative, please visit www.projectenye.com or send an email to info@projectenye.com.

About Project Enye (ñ)

Project Enye (ñ) is a new media, multi-platform documentary project about first-generation American born Latinos that uses cultural and familial stories to build community among this large and growing population. Each week, the filmmakers pre-release documentary segments to their audience via multiple formats, including 3-5 minute video micro-docs, podcasts, blogs, social media and live community presentations. Each micro-doc showcases intimate, unscripted Enye (ñ) stories and commentary that touch on topics ranging from identity and language to family and assimilation. Although story details vary, each segment reveals commonalities about the shared Enye (ñ) experience in America that collectively defines this generation one story at a time.

Project Enye (ñ) launches #EnyesCount campaign, the first nationwide effort to count Enyes (ñ) that reside in America. To stand up and be counted or learn more about Project Enye (ñ), visit www.projectenye.com.

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