Celebrate Pride Month: Free Community Screening of CODED on June 2\textsuperscript{nd}

In honor of Pride Month, Progressive Women of Pelham is sponsoring a screening of the Oscar short-listed and Tribeca film favorite, \textit{CODED: The Hidden Love of JC Leyendecker} on Thursday, June 2\textsuperscript{nd} at 7:30pm at the Picture House Pelham.

A 30-minute documentary short directed by noted filmmaker Ryan White, CODED tells the story of legendary illustrator J.C. Leyendecker, a preeminent illustrator of the early 20th century, whose work for \textit{The Saturday Evening Post} introduced iconic American visuals such as the New Year's Baby and Santa Claus. A gay man whose frequent model was his life partner Charles Beach, Leyendecker's early-20th century advertisements were often coded with LGBTQ imagery that quietly acknowledged a community that was forced to live in the closet. The documentary explores Leyendecker's legacy as a grandfather of modern advertising, connecting how today's LGBTQ advertisements are built upon a foundation laid by his work.

Leyendecker and Beach lived in the gracious mansion that now houses Mount Tom Day Camp from 1914 until the illustrator's death in 1951.

A panel discussion will be held after the screening led by Pelham's own Darra Gordon, Deputy Chief and COO of GLAAD. Joining her will be Jeffrey Guard (Director of Media & Communications for The LOFT LGBTQ+ Community Center in White Plains, NY); Meredith Kauffers (Imagine Documentaries); and Michael Cruz (PMHS 2015).
CODED was produced by Imagine Documentaries and Delirio films and is distributed by MTV Documentary Films.