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Synopsis

Mallory Rose Grossman was an all-American 12-year-old girl who loved gymnastics, cheerleading, and all things outdoors. Her love for her friends, family, and helping others was beyond measure and she showed her charitable spirit every day. Sadly, on June 14, 2017, Mallory took her own life after months of relentless bullying at school and online.

Mallory's school failed to stop the bullying and would remove her from class to distance her from the abuse, only isolating her further. In one instance the Vice Principal and guidance counselor made her "hug it out" with the aggressors. Frustrated by the lack of change, the family discussed changing schools but since there was only a few weeks left in the school year they decided that Mallory would simply finish out at her current school and begin the next year anew. A decision that changed their family forever.

On the last day of Mallory's life, the family attended a 3-hour meeting where the principal dismissed the acts of cruelty and used the analogy that this was merely a game, handed her a poker chip, and asked if she "was all-in". Mallory and her parents returned home, vowed everything would be okay, and promised she did not have to return to school. Mallory was not even able to bring herself to make it through another day in this life. Her parents returned home from work to find that Mallory had taken her own way out.

Follow the story of the Grossman's and their journey from losing Mallory through their subsequent fight to combat bullying, hold people accountable for their actions, and change the very way we see our fellow human beings.





Mallory's Army

Mallory's Army was started by the Grossman family after losing their 12-year-old daughter. The family channeled their grief and energy into making sure that other families would not have to suffer the same fate.

Mallory's Army is a 501(c)3 charitable foundation providing outreach to students, school administrators, teachers, and public officials. The focus is on bullying, and kindness, and teaching common ground to build empathy for others. Dianne's success with speaking at the schools, backed by law enforcement and firefighters, has led to working with state public officials to create new legislation to change current anti-bullying laws and add legal implications for those who bully and abuse their fellow students without accountability.

Their fight is changing people's hearts and getting adults to recognize how the social media landscape has changed the way kids are bullied and the wide and systemic impact that this has on our children and our communities at large.



52,744 followers



50,344 likes

#blueoutbullying

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News Source Quotes



"Through the foundation, the Grossmans are able to share their personal story as a way to encourage schools to be the change they want see while empowering children to become humanitarians and the positive CEOs of their hallways..."



"She took unimaginable grief and turned it into an army that's fighting to stop bullying."

JOANNA GAGIS

PBS Producer, Talk Show Host & Correspondent



"The Grossman's now want answers, they announced a plan to file a lawsuit against Mallory's school, they say, despite numerous requests for school officials to intervene, not enough was done."

MEGYN KELLY

Former NBC News Host & Correspondent



"Legislation to combat bullying advances in Trenton, 'Mallory's Law' passing the senate education committee, the law inspired by Mallory Grossman."





Behind the Scenes

“Mallory” was filmed by Generic Brand Human, a New Jersey-based production company. Ash Patino, the owner, became interested in the story after hearing about Mallory on the news. Ash had been an acquaintance of the Grossman’s for a few years and had seen the outreach the family was doing on their own to try and keep Mallory’s memory alive while helping others. Ash reached out about the possibility of creating a film about Mallory. The Grossman’s responded with a passionate email about how they were ready to tell Mallory’s story and their journey to change behavior in today’s youth.

The team from Generic Brand Human followed the family to events, home visits, memorials, and family functions over the course of the following year. Capturing their triumphs, set-backs, and routine activities, the film crew was able to capture the essence of the Grossman’s experience navigating this world post-Mallory. The small film crew became more like family by the end of production and the Grossman’s went about their lives as if there were no cameras over their shoulders.

This in-depth look into one family’s life was put together by a crew predominately made up of females. The executive producer, producer, director, writer, and editor comprised the make-up of a strong and passionate group of filmmakers trying to do Mallory justice while changing hearts and minds.



Key Bios



The Grossman's

Executive Producers/Mallory's Family

Dianne is Mallory's mother, the face of Mallory's Army and the catalyst behind making the film "Mallory." Seth is Mallory's father and plays a more behind-the-scenes role in the cause but is passionate and is integral to the process making everything run smoothly. Carlee is Mallory's sister and sings a Broadway song from the play *Waitress* for the end credits, capturing Sara Bareilles' song "She Used to Be Mine" with all the vigor and beauty of a Broadway star.



Ash Patino

Producer/Director

Ash has been capturing and editing video content since her parents got their first home movie camera when she was only 8-years-old. Creating her first feature film at the age of 21, she has gone on to produce four motion pictures. More recently Ash has fully immersed herself into documentary projects that are making an impact on the world we live in.



Jenna A. Bush

Editor/Writer

Jenna is a creative at heart. She has been using art, music, and writing to explore the human condition since being handed her very first crayon. As an award-winning filmmaker, she found her niche in documentaries for nonprofits. To her, storytelling is the most powerful way to establish feelings of connection and compassion, to inspire personal growth, and to encourage people to live their best lives.



FAQs

Q: Why are people so passionate about this project?

A: We believe it's because the topic involves hard discussions about today's youth. Suicide, bullying, and cyber abuse has become an increasing epidemic with little-known research in place to combat the issues children face. Frustrated by the data, we find ourselves asking "what can we as a society do better?".

Q: How long did it take to shoot?

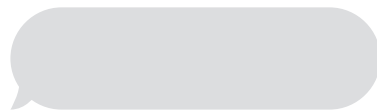
A: We took about a year to shoot, we shot about four to five times a month. The post-production took another 6 months.

Q: How much footage do you have?

A: We ended up with about 75 hours of footage that we had to condense down into 90 minutes. It was not an easy task but we were able to tell an epic story from it.

Q: What would Mallory say now, if she could see all that has happened?

A: Mallory was passionate about people and philanthropy. She wore a small bracelet on her arm to remember to be the good in the world she called "a bracelet KIND of life". This mantra was created after she started selling bracelets for Camp Good Days, a free camp for kids with cancer. We think she would be proud that her story is changing lives and saving others.





Additional Credits

Michael Howard

Post-Production Supervisor

Walt Blau

Associate Producer

Ash Patino

Director of Photography

Danny O'Halloran

Credits/Graphics

Second Melody:

Mike Graham

Beth Fileti

Daniela Perri

Graphics Creation

David Patino

Tom Hammer

Rob Freeman

Mike Martin

Music Production

David Patino

Sound Sweetening/
Color Correction

Lorena Sargent

Social Media/Marketing



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