

FOR IMMEDIATE RELEASE
MEDIA CONTACT

Nathan Cronk
Big River Film Co.
[585-474-7248](tel:585-474-7248)
nathan@bigriverfilmco.com
www.bigriverfilmco.com

Central New York Filmmakers to Premiere Kenya Clean-Water Documentary in Utica
Presented in collaboration with CNY Women's Network, the October 10 event will share Sharon's story while supporting future water projects in East Africa

UTICA, N.Y. — September 8, 2026 — Big River Film Co. and With My Own Two Hands, in collaboration with CNY Women's Network and Impact X Marketing, will present the Central New York premiere of *When the Water Came* on Saturday, October 10, from 5–8 p.m. at the Impact X Marketing Studio inside the Landmarc Building in downtown Utica.

Filmed in Kenya by Big River Film Co. filmmakers Nathan Cronk and Brian Harvath, *When the Water Came* centers on Sharon, a woman whose experience provides a personal window into the larger impact of reliable clean water. Through her story, the short documentary explores how uncertainty around water can shape a woman's daily life—and how sustainable access can return valuable time, create greater independence and open new possibilities for families and communities.

"Sharon's story made it clear that this wasn't simply about a water project," said Cronk, founder and director at Big River Film Co. "It was about what becomes possible when something as fundamental as clean water is finally within reach."

"Our goal was to create something intimate and honest," said Harvath, partner and director of photography at Big River Film Co. "We wanted viewers to understand the larger impact through Sharon's personal experience, not simply through facts and statistics."

The premiere will feature a screening of *When the Water Came*, followed by a live conversation moderated by CNY Women's Network founder and *Cultivate with Alex Canavan* host Alex Canavan. She will be joined by With My Own Two Hands founder Lindsey Pluimer and filmmakers Cronk and Harvath to discuss the story behind the film, the experience of documenting it in Kenya and the long-term impact sustainable water projects can have for women and their communities.

Following the screening and Q&A, guests will gather at Ocean Blue Restaurant & Oyster Bar for heavy appetizers and a one-hour open bar, followed by a cash bar. Both the screening and reception will take place inside the Landmarc Building at 118 Columbia Street in Utica. In-person tickets are \$50. Ticket revenue covers the food, bar and hospitality costs associated with the evening and is separate from charitable giving. Guests will have an opportunity to make direct donations to With My Own Two Hands in support of future water projects in Kenya. A free virtual attendance option will also be available for viewers unable to join the event in Utica. Virtual attendees will receive access to the film and live Q&A.

In-person event information and tickets:

[\[IN-PERSON REGISTRATION LINK\]](#)

Free virtual registration:

[\[VIRTUAL REGISTRATION LINK\]](#)

About With My Own Two Hands

[With My Own Two Hands](#) is a registered 501(c)(3) nonprofit creating sustainable water and agriculture systems that drive equity in East Africa. Its community-led projects empower women and girls while creating opportunities for economic access and financial resilience.

About CNY Women's Network

[CNY Women's Network](#) is an independent media company connecting and amplifying brands across Upstate New York. Through events, digital media, membership programming and the *Cultivate with Alex Canavan* podcast, it creates opportunities for ambitious women to connect, develop and thrive.

About Impact X Marketing

[Impact X Marketing](#) is a Utica-based marketing and content-production company helping business owners become the face of their brands. The company provides social media content production, owner coaching and professional studio services.

About Big River Film Co.

[Big River Film Co.](#) is a Central New York–based production company specializing in commercial, branded and documentary storytelling. Founded by director and producer Nathan Cronk and led alongside partner and director of photography Brian Harvath, the company creates films built around authentic people and meaningful stories.