

NEWS RELEASE

FOR IMMEDIATE RELEASE

Michelle Miller 1-970-690-7302

1 Message Now in Production

Breast Cancer Survival Feature Film

Now In Principal Photography

LOVELAND, Colorado—*1 Message* from Kelly's Filmworks, the creative team that produced the popular *Stranger* series of feature films, is currently in production. The film is based on the novel, *1 Message* (iUniverse, 2004), written by former oncology nurse, Mary T. Lennox.

1 Message is the story of one young woman's poignant struggle with the desperation and loneliness brought about by the diagnosis and treatment of breast cancer. The screenplay follows Becca, played by New York-based theatre actress Ashley K.

Adams, as her seemingly idyllic life falls into the depths of depression . . . the slow, painful climb back to the heights of healing and forgiveness.

As the story unfolds, Becca's renewal begins with a random email from a faceless mentor across the country. Her climatic journey to find her new soul mate culminates in a heart-warming discovery and a surprise-twist ending.

"This is a film about the challenges we face in our lives and the faith and courage it takes to overcome even the most horrific experiences," explains Jefferson Moore who adapted the novel for the screenplay.

Filmmakers Know Breast Cancer

Breast cancer is not a vague plot device on the set of *1 Message*. Noting that breast cancer is the most common type of non-skin cancer in women and the fifth most common cause of cancer death, Moore notes that the disease has touched the lives of members of the cast and crew.

Both Moore and lead actress Adams have personal experiences with a loved one suffering from breast cancer. Shortly after producer/writer Moore began adapting *1 Message* for the screen, his mother was diagnosed with breast cancer. And last year, Adam's grandmother underwent a double mastectomy after being stricken with breast cancer.

"This is a serious, life or death subject," notes Moore. "Breast cancer has touched millions of women and their family members throughout the world, so we made every effort to present a hopeful but realistic story. Our objective was encouragement while in no way diminishing the pain and suffering of breast cancer patients, survivors, and their loved ones."

Mary T. Lennox, author of the original novel, *1 Message*, is a former oncology nurse who based the main character on actual patient stories she encountered during her twenty-two year career.

Kelly's Filmworks Twelfth Project

Kelly's Filmworks is a Louisville-based production studio owned and operated by executive producers Kelly and Jefferson Moore. The company has produced an impressive library of family-friendly, faith-based films and a television mini-series. Included among their accomplishments to date are the films *The Perfect Stranger*

and *Another Perfect Stranger*, as well as *Clancy* and the Christmas motion picture, *The Perfect Gift*.

The Moores explain that their mission is to use the cinematic medium to "entertain and enlighten" with family oriented, faith-based stories.

The company was founded in 1997. Since then, the husband and wife duo has produced five feature films, all currently in worldwide theatrical, cable, and home DVD distribution, as well as a seven-part television mini-series.

Licensing Through Balsiger Enterprises

Balsiger Enterprises has been named the overseas licensing representative for Kelly's Filmworks and, according to the company's CEO, David Balsiger, is looking forward to the completion and release of *1 Message*. A family entertainment marketing company, Balsiger Enterprises licenses motion pictures and television specials and series to broadcasters and DVD distributors worldwide.

Balsiger is a veteran of the worldwide television broadcast and DVD licensing business, including supervising all licensing operations for legendary film and television production company, Grizzly Adams Productions. In the past decade with Balsiger heading licensing operations, Grizzly Adams has produced and licensed more than 600 family friendly feature films, documentaries, TV specials and series. The company is named after its long-running NBC television series, *The Life and Times of Grizzly Adams*.

As a producer of scores of films and television specials, Balsiger is widely recognized among industry professionals as a keen judge of market potential for projects developed for family and faith-focused audiences.

Balsiger explains, "Kelly's Filmworks has consistently turned out studio quality films with powerful messages. We're looking forward to marketing *1 Message* because this moving story about the battle against breast cancer is both timely and universal."

* * *

About Contacting Balsiger Enterprises

For quotes or to interview Balsiger Enterprises licensing executives, contact Michelle Miller at 1-970-690-7302, or email michellemillermmm@hotmail.com. For information about international licensing of the upcoming release of *1 Message*, as well as *The Perfect Stranger*, *Another Perfect Stranger*, *Clancy*, *The Perfect Gift* or the seven part *Stranger* television mini-series for international broadcast television or DVD distribution, contact David W. Balsiger at 1-970-663-3820 or email — dwbalsiger@ultrasys.net or Licensing Representative Denise Lucas at 1-805-556-0402/email — redhdfx@yahoo.com.

About Contacting Kelly's Filmworks

For more information about Kelly's Filmworks visit www.kellysfilmworks.net or email kellysfilmworks@bellsouth.net.

* * *

Balsiger Enterprises

David W. Balsiger

Senior Producer

Email: dwbalsiger@ultrasys.net

Phone: 1-970-663-3820

Include information on trademarks here in fine print.

Michelle Miller

Executive Assistant

Email: michellemillermmm@hotmail.com

Phone: 1-970-690-7302