



Jump Start A Life
Telethon for Derek Johnston 2019

PRESS RELEASE

FOR IMMEDIATE RELEASE

FEBRUARY 20, 2019 – SAN DIEGO, CA: Heartland Films, Inc., a 501(c)(3) organization, in association with Intellexual Entertainment, Grudio Pictures and Preposterous Films are partnering to produce a twelve-hour live-streamed telethon on March 16, 2019 entitled Jump Start a Life to support Derek Johnston who is battling Stage-4 Non-Clear Cell Kidney Cancer.

Mr. Johnston has been a leader in supporting the creative arts in San Diego since 2012 when he began managing The Horton Grand Theatre, a position he held until his cancer diagnosis in October 2016. Mr. Johnston has been unable to work while fighting for his life since then. In April 2018, with his weight down to 103lbs on his 6' frame he was preparing for the end.

Fortunately, he has been a participant of an immunology trial that has been working miracles for him under the supervision of Rana McKay, MD, medical oncologist and assistant professor of medicine and principal investigator for the trial, and J. Michael Randall, MD, Mr. Johnston's treating physician.

Mr. Johnston's response to his treatment has resulted in a 29.9% reduction in his cancer cell count as of his latest treatment and on Feb. 21st he will be a featured patient-advocate speaker at The Next Generation Precision Oncology Symposium, a novel meeting of industry and academic leaders in cancer science and medicine at UC San Diego Moores Cancer Center. He will be discussing his immunology therapy experience and success alongside Dr. McKay and Dr. Randall.

"We are so happy to see the positive momentum that Derek's treatment has achieved," states David S. Dawson, producer of Jump Start A Life. "We want to make sure that we help Derek continue to receive the treatment that has been saving his life, and that the financial burden of battling his disease doesn't add additional stress to his life."

At noon on March 16th a twelve-hour telethon will live-stream on Facebook, YouTube and Twitch in support of Derek Johnston. Dubbed Jump Start A Life the program will be a variety show featuring local bands, comedians, improv and theater performances, cooking, interviews, and short films. The show will be broadcasting from the studios at Voice and Video Sales, and at The Comedy Palace in Kearny Mesa. A LIVE audience will enjoy the performances at The Comedy Palace.

Jump Start A Life is a production Executive Produced by Heartland Films, Inc. a 501(c)(3) non-profit entity and all donations made to the telethon are tax-deductible. Federal ID #57-1171390

Jump Start A Life is seeking corporate sponsorships in addition to individual donations. Parties interested in sponsoring can visit the Jump Start A Life website at <https://jumpstartalife.org>

For more information about the program contact Producer/Co-Director David S. Dawson: david@theintellexual.com

For more information about The Next Generation Precision Oncology Symposium visit: https://ucsdnews.ucsd.edu/pressrelease/next_generation_precision_oncology_symposium_celebrates_survivors_current_and_future?fbclid=IwAR3_b6QYqT49gTxFIB1yT_4nDbvCfPDp9IF7QilXMrPZ3hU7EibYuSpAzvs

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