



Jump Start A Life
Telethon for Derek Johnston 2019

PRESS RELEASE

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MARCH 19, 2019 – SAN DIEGO, CA: On March 16, 2019 Heartland Films, Inc., a 501(c)(3) organization, in association with Intellexual Entertainment, Grudio Pictures and Preposterous Films partnered to produce a twelve-hour live-streamed telethon entitled Jump Start a Life to support Derek Johnston, a Stage-4 Non-Clear Cell Kidney Cancer patient who is seeing positive results from an immunology therapy clinical trial at UCSD Medical.

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, and has been fighting for his life ever since.

Jump Start A Life was simultaneously streamed across multiple online networks including facebook, YouTube and Twitch from two locations: Voice And Video Sales and The Comedy Palace. The telethon encouraged viewers to make donations or participate in a silent auction of 90 donated items by calling a live phone bank at Voice and Video.

Collectively Jump Start A Life raised over \$15,000 to support Derek Johnston's financial needs.

"Jump Start A Life was started by a small group of filmmakers who wanted to take care of one of their own. Derek's best chance at surviving his cancer is to stay on the clinical trial he's in, and he can't continue that treatment if he can't afford to stay in San Diego," states Sue Vicory, Executive Producer of Jump Start A Life. "The money we raised for Derek in addition to his experience seeing his friends and colleagues stand up on his behalf will go a long way in helping his recovery. We hope the "halo effect" of the telethon will also continue to bring donors to his GoFundMe page as we saw happen this weekend."

Mr. Johnston was on hand for several hours during the telethon and even took to the stage to speak to the crowd directly. In a studio interview he stated, "We all get a little sick, we all get a little kick in the pants now and then, it's my turn now. But there's jumping to come for us all we hope... I love life! I love people, I love life and the experiences that come with it. The good, the bad and the ugly. I love this adventure that is life and I want more of it, a lot more of it."

In response to a question about staying positive while facing cancer he said, "There's no point in fighting it. There's no point in being in conflict and wasting energy on something that serves

no good. I'm embracing it and seeing what I can learn from it, trying to deal with it one day at a time. I just keep looking forward to tomorrow and some better experiences that lie ahead. Positive is a great place to be."

At the conclusion of his visit to the telethon Mr. Johnston expressed his gratitude, "Thank you for all that you've done! I'm touched and moved and will never forget this incredible day you all created for me. I have so many people to thank."

"Jump Start A Life started with supporting Derek, and with the success of this program my co-producers and I are planning on continuing Jump Start A Life in an expanded capacity. I hope people will join us as we look to make exciting announcements on the future of our program soon," stated Mr. Dawson.

For more information on Jump Start A Life visit the official website at <https://jumpstartalife.org>

Derek Johnston's personal GoFundMe campaign can be found at <https://www.gofundme.com/lifesaving-treatment-for-derek-johnston>

For more information about the Jump Start A Life program contact Producer/Co-Director David S. Dawson: david@theintellexual.com (760) 274-3185

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