



Jump Start A Life  
Telethon for Derek Johnston 2019

PRESS RELEASE

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APRIL 8, 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. The telethon raised \$15,000 for Mr. Johnston’s financial needs.

On April 10<sup>th</sup> Film Consortium San Diego will award the Jump Start A Life team the 2019 Trailblazer Award during the opening night gala of San Diego Film Week at the Sunset Temple in Hillcrest.

“The trailblazer award is for those who forge their own path and create something where there was nothing,” states Jodi Cilley, founder of Film Consortium San Diego. “The Jump Start a Life team exemplified this by pulling together over 100 local film community members and rallying to support one of our own community members who was in dire need of assistance. For this we are proud to present them with the Trailblazer Award.”

The 2018 Trailblazer Award was the first ever awarded and was given to John Decker of KPBS.

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.

“It’s an honor to receive this recognition from Film Consortium San Diego. 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 the community will join us as we make exciting announcements on the future of our program soon,” states David S. Dawson, founder of Jump Start A Life.

More information about San Diego Film Week can be found at <http://sdfilmweek.com>

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](mailto:david@theintellexual.com) (760) 274-3185

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