

REBOOT MEDIA
PRESENTS

FAT,SICK & NEARLY DEAD

A Joe Cross Film

97 minutes – Color – English



**DISTRIBUTION CONTACT:
JAMIN MENDELSON**

Reboot with Joe
T: 646.790.3116
E: Jamin@rebootwithjoe.com

**PUBLICITY CONTACT:
SUSAN AINSWORTH**

Ainsworth & Associates
T: 212-228-4325
E: susan@ainsworthassociates.net

www.fatsickandnearlydead.com

SYNOPSIS

100 pounds overweight, loaded up on steroids and suffering from a debilitating autoimmune disease, Joe Cross is at the end of his rope. In the mirror he saw a 310lb man whose gut was bigger than a beach ball and a path laid out before him that wouldn't end well— with one foot already in the grave, the other wasn't far behind. **FAT, SICK & NEARLY DEAD** is an inspiring film that chronicles Joe's personal mission to regain his health.

With doctors and conventional medicines unable to help long term, Joe turns to the only option left, the body's ability to heal itself. He trades in the junk food and hits the road with juicer and generator in tow, vowing only to drink fresh fruit and vegetable juice for the next 60 days. Across 3,000 miles Joe has one goal in mind: To get off his pills and get healthy.

While talking to more than 500 Americans about food, health and longevity, it's at a truck stop in Arizona where Joe meets a truck driver who suffers from the same rare condition. Phil Staples is morbidly obese weighing in at 429 lbs. He is a cheeseburger away from a heart attack. As Joe is recovering his health, Phil begins his own epic journey to get well.

What emerges is nothing short of amazing – an inspiring tale of healing and human connection. Part road trip, part self-help manifesto, **FAT, SICK & NEARLY DEAD** defies the traditional documentary format to present an unconventional and uplifting story of two men from different worlds who each realize that the only person who can save them is themselves.

DIRECTOR'S STATEMENT

Before I set out to make *FAT, SICK & NEARLY DEAD*, I had never made a film. I had zero training and no idea of the all-consuming nature of film production, much less the sheer enormity of what I was getting myself into by being both on- and off-camera. I'm glad (now) that no one took me aside to let me know how really naïve I was – if they had, I might not have embarked on the journey that turned my life around and hopefully will help others in the same predicament.

The film is *my* story – the story of how by the age of 40 I found myself professionally successful but physically bankrupt: fat, sick and nearly dead. Let me break that down for you, in case you think I'm exaggerating: *FAT*- I tipped the scales at over 300lbs. I wore size 44 jeans and only tucked my shirt if I was wearing a jacket (you learn these tips when you're a big man). *SICK* - I had an autoimmune disease that no doctor could trace back to a root cause, and took copious prescription medication for eight years, night and day. I would swell up and break out into hives on any part of my body that was subject to pressure, from a hand shake or sitting on a chair or lying in a bed. *Anything* could cause red blotches and swelling in the joints with crippling pain, and even gravity was my enemy. Normal things like carrying a shopping bag, holding a baby, sex and walking long distances all had an impact. If I dialed up the dosage of medications, I could participate in life more, but the long term effects of a higher dosage spelled a bleak future of ebbing strength and a shortened life-span. So apart from the walking time bomb I had turned my body into thanks to the extra 100 lbs. I was carrying, I was *NEARLY DEAD*.

When I turned 40, I realized that I had been all talk and no action for years, saying that someday I would change my life and do something to reclaim the robust health I had enjoyed as a younger man. It was a sobering realization -- I had focused my capacity for action, determination and discipline on nothing but creating wealth. It was time to harness those skills to create health.

It occurred to me that I was not alone. Yes, my disease was very rare -- but lots of people are sick. And you certainly don't need to be a rocket scientist to see that most of us in the developed world are unhealthily fat. Like lots of people, I had been outsourcing my health problems to doctors, but no one had been able to fix what ailed me. What if I could take control of the problem, and my own role in creating the situation? What if I could document the experiment and share it with people? That's when I decided to make a movie about my journey . . . and yes, selfishly, I knew it would keep me honest and focused on "doing" and not just "saying". Because let's face it -- it's a lot harder to cheat when there are 3 guys filming you falling off the Big Mac wagon.

A drastic problem requires a drastic solution. My steady diet of processed food in enormous quantities was clearly a problem. I had turned my back on Mother Nature. What would happen if I turned toward her at full steam?? What if I “rebooted” my life?

I committed to eat only food that was grown on trees or dug out of the ground, foods made by the sun, water and the earth. Because I’m an impatient man, I wanted quick results so I decided to only drink these foods for the first 60 days. Not blend . . . drink. That means extracting the juice, and separating the fibre from the plant. So with medical supervision (thank you, Dr. Joel Fuhrman) I started on a 60-day personal journey that gave me the basis for a movie. And since I always liked road trip movies, I decided to leave my native Sydney and juice my way across America. I bought a truck, a juice extractor and a generator to operate it. I loaded up the truck with a cameraman and a sound guy and for two months, I juiced my way across the USA. (Yes, the crew did eat and yes, I spent a lot of time in restaurant parking lots, waiting).

Along the way, I spoke to more than 300 Americans, from all walks of life, about what they ate, and (more importantly) what they didn’t eat. I found a nation full of honest, hard working, friendly and caring people. My conversations would sometimes last 10 minutes, sometimes 2 hours. I heard the pain behind their stories and tried to be as honest about my own feelings as possible. I was amazed by their capacity to be candid and forthright with a complete stranger, to tell their stories and to listen to my own. I saw people who were desperate for a solution -- as desperate as I had been, and as ready to take action as I was. Along the way, a number of curious, adventurous individuals joined me in their own Reboot – Phil Staples in particular had a story that was so inspiring, we doubled the shooting time of the film and followed his transformation as well.

Making this movie changed my life, opened my eyes and re-focused my mission on something that is startlingly simple and utterly effective: helping people reclaim their health and vitality as I did by consuming more fruits and vegetables.

The Western world is facing some big challenges right now, and perhaps the biggest challenge is the health of our populations. This monumental challenge doesn’t have one quick fix or a single magic bullet. It requires each and every one of us on a personal level to make changes. And although it’s fair to expect that government and big corporations can play a part in solving this (or at the very least, not thwart us in *our* pursuit of a solution) at the end of the day, the responsibility rests with each of us. My small role is to try to lead by example and inspire others to follow. Hopefully, FAT, SICK & NEARLY DEAD will move the

audience not by telling, but by showing.

It is amazing what can happen. I can vouch for this by first-hand experience. After 60 days of juice and another 70 days of eating just fruit, vegetables, nuts, beans and seeds I was 100 lbs lighter and off all medication. I've been that way ever since.

--Joe Cross

CREW

Directors	Joe Cross
	Kurt Engfehr
Story	Joe Cross
	Robert Mac
Producer	Stacey Offman
Executive Producers	Joe Cross
	Shane Hodson
	Robert Mac
Co-Producers	Alison Amron
	John Miller-Monzon
	Christopher Seward
Editors	Alison Amron
	Christopher Seward
Music	M.E. Manning
Director of Photography	Daniel Marracino
Sound Recordist	Sergio Reyes-Sheehan
Cinematographers	Rick Lopez
	Max Polley
	Jamie Rosenberg
Line Producer	Marianne Shanley
Second Unit Director	Robert Mac
Field Producer	Karen Pelland
Production Manager	Jamin Mendelsohn
Associate Producers	Melissa Friedman
	Karen Pelland
	Monica Sharf
Post-Production Supervisor	Robert Warmflash
Story Consultant	Patrick Gambuti Jr.
Music Supervisor	Dondi Bastone
Associate Editor	Sean Frechette
Animation	Flickerlab

CREW BIOGRAPHIES

DIRECTOR/EXECUTIVE PRODUCER JOE CROSS Joe Cross is an Australian entrepreneur and investor who invests in early stage high potential growth companies. These include investments in the fashion, transportation, private equity finance, derivatives trading, early childhood education, structural steel distribution and health and wellness sectors.

Joe began his business career as a trader on the Sydney Futures Exchange where he worked from the early 1980s until 1998. During this time, Joe founded several companies in the derivatives trading and technology space.

From the late 1990s until 2003, Joe managed a diverse portfolio of assets in telecommunications, media, technology and financial services for Queensland Press Ltd, a wholly owned company of News Corp. During 2003, Joe began investing his own capital through his investment vehicle Jaymsea Investments Pty Ltd. A number of these businesses have gone from a start up to a thriving and successful business in a few short years. Today, Jaymsea has a diverse portfolio of active investments with financial and managerial stakes in high potential growth companies. The portfolio includes: Thakoon, a leading US based high end fashion label; Willow, a high end Australian based fashion label; and Citibabes, a club and education centre for families with small children.

Most recently, Joe founded Reboot Your Life, a lifestyle brand that provides information, tools, media and entertainment, consumer products and community support that encourage people to consume more fruits and vegetables in order to improve their health and vitality.

Joe lives in New York and Sydney.

DIRECTOR KURT ENGFETR Kurt Engfetr grew up next to a steel mill in a working class suburb of Detroit. After adventures around the country, he settled in New York City where he worked as an Avid editor at HBO, MSNBC and National Video Center. He edited promos and programs for Lifetime, CBS and ABC and was senior editor on Michael Moore's Emmy nominated show The Awful Truth (1999).

In addition to editing, Kurt also created a series of short films featuring Chernobyl, the guitar playing penguin. Kurt then segued from TV to film with Bowling for Columbine (2002) for which he won the American Cinema Editors award for best documentary editing. Kurt's film credits also include: co-producer and editor for the documentary A League of Ordinary Gentlemen (2004) [Audience Award, 2004 SXSW Film Festival]; co-producer and editor for Michael

Moore's film Fahrenheit 9/11(2004); editor of Seamless(2005) a movie about NY fashion; editor of Angelina Jolie's directorial debut, the documentary, A Place in Time (2007); co-producer and editor of Trumbo (2007) a documentary which uses letters to tell one man's story of being a blacklisted writer in Hollywood during the 1950's. He co-produced Taking Liberties (2007) a UK doc about the erosion of civil liberties under Tony Blair [BAFTA nomination for the director]; was co-producer of Bigger, Stronger, Faster* (2008) a documentary about steroids, cheating, and excess in America. He was also co-director of the political comedy/documentary The Yes Men Fix The World (2009) that is airing on HBO in the August of 2009.

Kurt is currently editing and producing a documentary about the band Manic Street Preachers, which Rolling Stone magazine called "the best band you've never heard of."

PRODUCER STACEY OFFMAN Stacey Offman is an accomplished documentary and non-fiction television producer based in New York City. For the past eleven years, she has produced numerous feature length documentaries and a variety of programs and series for the IFC, Comedy Central, F/X Network, History Television and the Canadian Broadcasting Corporation. Recently, Ms. Offman produced the Morgan Spurlock's Where in the World is Osama Bin Laden? and the critically acclaimed What Would Jesus Buy?

Prior to producing with Spurlock, she served as supervising producer for Emmy-nominated Borderline TV ('03-'05) and was senior producer for five years with Academy-Award® nominated Paperny Films ('98-'03) in her native Canada.

Other producer credits include: KINK, the provocative IDA- nominated documentary series about alternative sexual lifestyles; Star Spangled Canadians, the acclaimed CBC documentary special profiling luminaries Peter Jennings, Graydon Carter and Ivan Reitman; The Boys of Buchenwald, a portrait of holocaust survivors featuring Nobel Peace Prize recipient Elie Wiesel; and the IFC documentary Celluloid Dreams, profiling surrealist filmmakers David Lynch, Jean Pierre Jeunet and Guy Maddin.

EDITOR/CO-PRODUCER CHRISTOPHER SEWARD Christopher Seward has ten years experience including television editor for PBS, A&E, The History Channel, Nickelodeon, Discovery Channel and others. He has edited a wide range of documentary subjects including The History of African American Humour, AIDS at 21 and episodes of A&E's Biography series.

Christopher has also edited feature documentaries including Fahrenheit 9/11 and Sicko. A navy veteran, Christopher is happy to finally blend his politics with his work. He lives in Brooklyn, NY with his wife Sarah and his two children Ella and Sebastian.

EDITOR/CO-PRODUCER ALISON AMRON Alison Amron is an award-winning documentary editor based in New York City. Working as an editor for over twenty years, with vast experience in both long- and short-form documentaries, Alison has worked with everyone from Oscar-winning director Alex Gibney to legendary journalist Bill Moyers.

Her work has been seen on ABC, PBS, CBS and the vast array of cable networks. Alison has also worked in the good company of Peter Jennings, Barbara Walters, Linda Ellerbee and Meredith Vieira.

Starting out as a cinematographer for WTNH in Connecticut, she quickly became chief photographer and studio manager learning all the ropes of local news while finding her true calling to be the craft of editing. Alison's even temperament, artistic eye and natural producing instinct have made her a go-to person for network executives, producers and filmmakers alike. Alison's documentaries have won a duPont Gold Baton, Emmys, GLADD Media Award, Cine Gold Eagles and numerous other awards.

When not spending summers on Fire Island, Alison can be found around New York taking photographs and completing the Sunday New York Times crossword puzzle (in pen!).

CO-PRODUCER JOHN MILLER-MONZON A New York-based producer, researcher and development consultant, Miller-Monzon's recent projects include Oscar winner *THE COVE* and Indie Spirit Award winner *CRAZY LOVE*. Additional credits include the Peabody Award winning doc miniseries *BLACK MAGIC* and the Emmy-nominated doc miniseries *MARTIN SCORSESE PRESENTS THE BLUES: A MUSICAL JOURNEY* and *A DECADE UNDER THE INFLUENCE*, as well as the cult sitcom *STRANGERS WITH CANDY* and *THE SMOKING GUN TV*.

A former film industry analyst, he has edited several film-related books, including *PAST IMPERFECT: HISTORY ACCORDING TO THE MOVIES* (Henry Holt & Company). Miller-Monzon trained extensively with the American Conservatory Theater before earning his B.A. at San Francisco State University and M.F.A. from Columbia University's prestigious M.F.A. program in filmmaking.

His credits as writer-director include the award-winning shorts *THINGS WE SAID TODAY* and *SOME OF THESE DAYS*, which have both screened internationally. He's currently developing *ELODIA*, which will mark his feature directorial debut.

EXECUTIVE PRODUCER ROBERT MAC Robert Mac is a second generation film maker and writer. His work has been screened at Festivals all over the world, including the Sundance Film Festival. His documentary *Small Poppies* featured

academy award winning actor, Geoffrey Rush performing at the Dublin Theatre Festival. He is also the founding director of the world's first writing marathon, *Once Upon A Deadline*. He was Executive Producer of *FAT, SICK & NEARLY DEAD*, a documentary exploring nutrition and natural health featuring Dr. Fuhrman and Joe Cross.

EXECUTIVE PRODUCER SHANE HODSON Shane Hodson is a Sydney based chartered accountant who over the last 5 years has assisted in managing Joe Cross' portfolio of investments, including Reboot Media. Prior to this role, Shane was the Chief Operating Officer of the largest specialist advisory firm of its kind in Australia.

Shane has an intense personal interest in wellness, having written a number of MBA papers on wellness of a work force and staff productivity. Shane was also a former Ironman triathlete and Australian Full contact champion.

The challenges of balancing a busy work life, family and sporting activities presents a great setting to understanding the subject matter of the film, *Fat, Sick and Nearly Dead*.

PRODUCTION MANAGER JAMIN MENDELSON Jamin Mendelsohn has been working in documentary production for the past 4 years. She worked on Morgan Spurlock's *Where in the World is Osama Bin Laden?* and *What Would Jesus Buy?*; the PBS series *e2 – Economies Of Being Environmentally Conscious*, and most recently as the production manager for *Fat, Sick & Nearly Dead*. Prior to her career in production, Jamin worked as an account executive at strategic communications agency MWW Group. She holds a M.S.J. from Northwestern University's Medill School of Journalism and a B.A. from the University of Virginia.

ASSOCIATE/FIELD PRODUCER KAREN PELLAND Karen Pelland is a freelance radio journalist who occasionally dabbles in documentary film. Prior to getting her start at WBUR public radio in Boston in 1999, however, she wandered the grey cubicles of corporate America, not quite sure what it was all about. After moving to New York in 2002, her work ranged from freelance radio gigs to non-profit consulting, documentary film production and book research. Lots of dog sitting, too. In addition to *Fat, Sick and Nearly Dead*, her other documentary projects include Morgan Spurlock's *What Would Jesus Buy?* and *Where in the World is Osama Bin Laden?* When she's not road tripping around the country, Karen currently lives in Somerville, Massachusetts, spends a lot of time at WBUR, writes, and does a ten-day fast once a year.



COMPANY PROFILE

Reboot Your Life is a health and wellness company that offers support, encouragement, community, media and tools to everyday people (like you and me). The company helps people change their eating habits by simply adding more fruits and vegetables into their diets.

We are a consumer brand offering products and entertainment. We are an online community and nutrition portal (www.rebootwithjoe.com), and we are a friend reminding you that your nutrition choices impact your health, well-being and vitality. We provide a guiding hand to help you make a change and Reboot Your Life.

This Spring Reboot Your Life will bring audiences around the globe- *Fat, Sick and Nearly Dead* – a documentary film chronicling the extraordinary odyssey of Reboot founder Joe Cross as he radically transformed his life by consuming more fruits and vegetables. The movie, which will serve as inspiration and a call to action, is the first of several key assets from Reboot Your Life. It follows Joe on a sixty day juice fast (what we call an extreme Reboot) that transforms his health and the health of a friend he makes along the way.

Reboot Your Life – the company - provides people with the community and the customizable nutrition programs they need to follow Joe's example and to affect change in THEIR OWN lives. These are realistic plans with realistic edges that take into account that we are all human, we all have busy lives and stresses, and we are all just going to do the best we can.

We are here for you - from beginning to end - as you REBOOT YOUR LIFE. We sell the consumer products and services you need to begin juicing and to embrace healthier eating practices. We offer books, nutrition guides, DVDs, juicers and comprehensive and customizable juicing programs. We prepare you for your Reboot, we provide you with guidelines and recipes. We provide practical information and tools that will set you up for success, and we offer community interaction and the support from experts that make change possible. We provide all this online at www.rebootwithjoe.com

Everyone has the ability to make a change. You can Reboot Your Life in the name of health and vitality. We can you get there.