

NEW FEATURE DOCUMENTARY, "HAZE," WARNS OF ALCOHOL ABUSE AND HAZING ON COLLEGE CAMPUSES

In a time when feature films have brought insight to such major issues as global warming and health care, a major full-length documentary brings to the forefront a growing problem that is responsible for more than 1,700 deaths and hundreds of thousands of injuries each year... alcohol misuse and hazing on college campuses.

The motion picture is titled "HAZE" and its purpose is to dramatically and thoroughly present an impressive case that it is time for leaders to wake up and attack this national health crisis that affects just about every campus in America. The documentary is due to be completed in the first quarter of 2008.

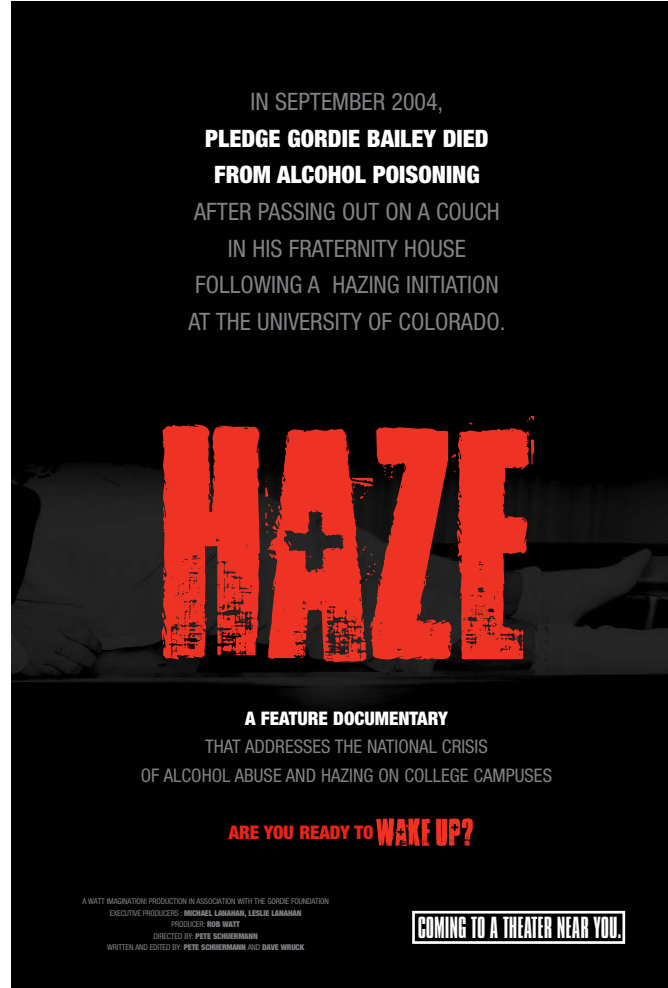
Executive produced by Michael Lanahan and Leslie Lanahan, who, in Sept, 2004, lost her son, Gordie Bailey, in an alcohol related hazing incident at the University of Colorado, the film features no narration. Instead, it uniquely weaves together a collection of approximately 35 interviews, many by national experts, on the subject of alcohol abuse on campuses. Evidence of the severity of the problem is presented through highly graphic and disturbing images filmed at campus parties, during emergency medical calls, and from police files.

"The intent is to use real life footage to showcase the problems, and then present experts, on film, who can give an objective perspective on the severity of alcohol abuse and hazing in university settings." said Michael Lanahan.

Introducing a preview for the documentary is actress Robin Wright Penn, who was recently named as honorary chairperson of The Gordie Foundation, based in Dallas, TX. The Gordie Foundation was started in 2004 to primarily make students and parents aware of the problems alcohol and hazing present on campuses and to educate young adults on how to be responsible in saving the lives of those who may have had too much to drink. She chose to be affiliated with the foundation and the film because her two children will soon be headed to college and she wanted them to be knowledgeable on how to deal with these issues associated with campus life.

Produced by the Colorado Springs, CO film company, Watt Imagination!., the movie is directed by Pete Schuermann who includes among his credits film projects for The Walt Disney Company, MGM Lions Gate, Raytheon and Yamaha.

"We selected Watt Imagination! due to their familiarity with the project, having produced an Emmy Award winning short documentary on alcohol poisoning," said Leslie Lanahan, "We felt from the very beginning that they had the same passion we have for the subject and also were confident that they would take ownership of our goal and objectives for the film."



"We want to use the film to prevent other tragic deaths like what happened to Gordie." according to Michael Lanahan. "We hope that this documentary will encourage our society to make the necessary changes for a safer environment on college campuses."

The "soul" of the film is the story of Gordie Bailey who lost his life in a hazing incident as an 18-year-old freshman. He and 26 other Chi Psi pledges were told to drink four bottles of whiskey and six bottles of wine as part of the fraternity's traditional initiation ceremony a month after he arrived on campus. Gordie was left alone after passing out and was found dead nine hours later by his fraternity brothers on the fraternity house's library floor, near a couch where he had been left to "sleep it off." **His death was attributed to alcohol poisoning.**

"Gordie's death was preventable," says his mother, Leslie Lanahan. "It happened in an environment unknown to many parents and high school students. By shedding light on this environment we hope for parents to have an opportunity to discuss important issues about college life with their children before sending them away from home.

[continued on back]

Likewise, students electing to join a fraternity should know that the pledging process may include dangerous traditions that only survive by deceit. We know Gordie's soon-to-be brothers did not mean to kill him. They were ignorant about the dangers of alcohol poisoning and didn't understand the consequences of their decisions."

"Our goal is to educate college students in general, and fraternity and sorority members and athletes in particular, about the dangers of peer pressure, hazing and alcohol poisoning. Our dream is that they will stop these dangerous practices. Our hope is that they will know when someone is in danger from alcohol and call for help. Gordie would have been alive today if someone had known," Leslie Lanahan concludes.

A special 10 minute preview of "HAZE" can be seen by going to www.hazethemovie.com.

Presented on film are a number of experts in the field led by **Joseph Califano Jr., former U.S. Secretary of Health, Education and Welfare**. He founded and currently serves as Chairman of the National Center on Addiction and Substance Abuse at Columbia University.

Others featured are **Chuck Hurley**, Chief Executive Officer of MADD (Mothers Against Drunk Driving); **T.J. Sullivan**, CEO of CampusSpeak (leading providers of campus speakers on social issues affecting college students today); **Rick Barnes**, Expert on Fraternity issues; **Barrett Seaman**, former TIME Magazine reporter and author of the book *Binge, Excess in the Age of Disconnection*; **Ron Stump**, Vice Chancellor of Student Affairs, University of Colorado; **Dr. Henry Wechsler**, College Alcohol Study, Harvard School of Public Health; and **Dr. Aaron White**, Alcohol Research, Duke University.

According to studies completed by the Harvard School of Public Health about 44% of college students binge drink. It has been identified in other studies by college students as the "largest problem on campus." Besides deaths, binge drinking has been estimated to have contributed to as many as 700,000 assaults, 600,000 injuries, nearly 100,000 sexual assaults or date rapes.

FULL-LENGTH DOCUMENTARY “HAZE” TO FEATURE NATIONAL EXPERTS ON ALCOHOL POISONING AND HAZING AT COLLEGES

When the feature documentary, “HAZE,” is completed in early 2008, it will contain insightful interviews with prominent national experts on the subjects of alcohol abuse and hazing on college campuses.

The full-length film, which utilizes no narration, uniquely weaves together approximately 35 interviews to shed light on what has been recognized as the “largest problem on campus.”

Responsible for more than 1,700 deaths per year, alcohol misuse and hazing practices by college and university students have also contributed to as many as 700,000 assaults, 600,000 injuries and nearly 100,000 sexual assault or date rapes. According to studies completed by the Harvard School of Public Health, about 44% of college students binge drink.

Following is a list of key experts who appear in the motion picture to raise awareness of the problems and help examine ways that parents and students can eliminate these dangerous practices.

Joseph Califano, Jr., L.L.B.

Chairman and President, Center on Addiction and Substance Abuse at Columbia University (CASA)

Served as President Lyndon Johnson's chief assistant for domestic affairs and as Secretary of Health, Education and Welfare from 1977 to 1979. He practiced law in Washington D.C. and New York until he founded CASA in 1992. He is the author of nine books and a member of the National Academy of Science's Institute of Medicine.

Rick Barnes

Nationally Acclaimed Speaker on Fraternity Issues

Rick is an established speaker, author, personal coach and trainer. He was a university administrator and has served numerous leadership roles through international associations. He has been a member of the faculty for leadership conferences throughout North America and a featured speaker on more than 750 college campuses

Dr. Thom Dunn

Professor of Emergency Studies,
University of Northern Colorado
Emergency Medical Technician (EMT)

Charles A. Hurley

Chief Executive Officer, Mothers Against Drunk Driving (MADD)
Formerly vice president of the Transportation Safety Council.

Received the prestigious J. Stannard Baker Award for Highway Safety from the International Association for Chiefs of Police.

Dr. Susan Lipkins

A Psychologist on Hazing

During her twenty-five year career, she has become the leading authority on campus conflict and violence in high schools and colleges. She is an author and a recognized expert in the field of hazing. She has appeared on “Oprah,” “Larry King Live,” “The Today Show,” “The O’Reilly Factor,” “Good Morning America,” “CNN,” “CBS News” and over 100 other television and radio programs. She has been quoted in national newspapers and magazines and her book, “Preventing Hazing: How Parents, Teachers and Coaches Can Stop the Violence, Harassment and Humiliation” is the only source for psychological information on hazing.

Dr. Hank Nuwer

Nationally recognized hazing expert, author of three books on hazing

Adjunct Professor at IUPUI, faculty member at Franklin College, IN

G.P. “Bud” Peterson

Chancellor, The University of Colorado

Dr. Rick Schwartzstein

Medical Director, Beth El Israel Hospital, Boston

Barrett Seaman

Author of “Binge, Excess in an Age of Disconnection”
Former *Time* magazine reporter – White House Bureau

Ronald J. Stump

Vice Chancellor of Student Affairs, University of Colorado

Responsible for the development, implementation and oversight of programs and services intended to support the intellectual and personal development of students and to build a sense of community on campus.

[continued on back]

T.J. Sullivan

Chief Executive Officer of CampusSpeak

CampusSpeak is the leading providers of campus speakers on social issues affecting college students today

Dr. Henry Wechsler

Lecturer on Society, Human Development, and Health

Department of Society, Human Development, and Health

Harvard University

Principal investigator of the Harvard School of Public

Health "College Alcohol Study" (CAS)

Since its inception in 1992, CAS has conducted four national surveys at a Representative sample of over 50,000 students at 120 colleges in 40 states.

Dr. Aaron White

Assistant Professor, Department of Psychiatry and Behavioral Sciences Duke University

His research focuses on the brain mechanisms underlying memory formation, the impact of alcohol on such brain functions, the impact of environmental influences and drug exposure on both brain and psychological development, parent-adolescent communication about drinking and other risky behaviors, and substance abuse education and prevention.

Jamie Widdoes

Executive Producer of more than 150 network television episodes.

Director of more than 300 network television episodes.

Board of Trustees member,

California Association of Independent Schools.

Chairman of the Board, Loomis-Chaffee School.

Former Actor, The motion picture "*Animal House*"

Haze / n. : a low hanging shroud that impairs visibility that may become a health threat.



On the afternoon of September 16, 2004, a joyous 18-year-old freshman, Lynn Gordon Bailey Jr., pledged Chi Psi Fraternity at the University of Colorado. The next morning he was found dead, a victim of alcohol poisoning, the result of an irresponsible hazing ritual. So sad a situation, but made even worse because it was so preventable.

Every year, a staggering 1,700 college students between the ages of 18 and 24 die from alcohol related incidents. Close to another 100,000 are victims of unwanted sexual activity as a result of heavy drinking. Almost 700,000 are assaulted by another student who has had too much to drink. No one is working on a national level to change this culture that puts our young people in peril. Until now.

HAZE is a feature documentary, created with the intent of placing a focus on the issues of alcohol use and abuse which are all so common in a campus environment. Simply stated, the film's goal is to save lives and prevent the harm that should never have happened if a few crucial steps had been followed by friends, fraternity brothers / sisters, parents or passers by. *HAZE* won't stop irresponsible drinking but it will be the first chapters in an educational process for parents and young adults to know what to do and what to look out for to **"save a life."**

The "soul" of the story is the tragedy that happened to Gordie Bailey. His case is singled out because of the senseless and infuriating manner in which he died, and also as a clear and undeniable testament to the fact that this can and is happening to potentially any college student of any sex and age, any time and anywhere.

The lives of partying students are examined through interviews and graphic film footage shot at campus parties, during emergency medical calls and from police files. National experts in the fields of medicine, psychology, sociology, journalism and the legal profession shed a fascinating light on the many causes (such as peer pressure and newfound independence) that impact this extreme drinking behavior. Some interviews effectively display the powerful, contradictory viewpoints amongst campus leaders and administrators, national fraternity leaders and activists.

Questioned are what are the facts concerning this national health crisis? What systems are or should be in place to protect our young people? What contributes to the apathy of campus leaders towards this crisis? Where is the leadership going to come from to attack the problem?

HAZE is the definitive motion picture that addresses the subject of alcohol use and abuse within the communities of higher education in America as well as the culture which permits this dangerous environment to continue to place our young people in peril.

HAZE is a long overdue call to action to community, national, educational and student leaders to embrace this important issue and eliminate a continuing attitude of "looking the other way" when it comes to alcohol misuse at America's colleges and universities.

PETE SCHUERMANN DIRECTS FULL-LENGTH DOCUMENTARY ON ALCOHOL ABUSE AT COLLEGES



Colorado Springs, CO filmmaker Pete Schuermann is currently in the final stages of directing a unique new feature documentary aimed at creating awareness concerning what has been recognized as a national crisis. The film is titled “HAZE” and it presents a compelling case that binge drinking, and, as a result, alcohol poisoning, is out of control on university and college campuses.

Due to be completed late January, 2008, the film creatively weaves together approximately 35 interviews, most with noted experts, to present its message. “There is no narrative. We felt from the very beginning that it was important to let the experts on the subject or those who have suffered through the consequences of its tragedies tell the story,” said Schuermann. “It is a very powerful film with a ‘pull no punches’ approach to making sure that parents and students understand the dangers binge drinking and college hazing practices pose to young adults.”

“The success of the film will be measured in ways I have never been concerned with before,” said Schuermann. “Our reward isn’t based on ticket sales, it is to save lives. Having our target market see this film and react positively to it is our goal. We hope it will make students think before drinking and hope it will inspire parents to take the critical steps to better prepare their kids for campus life.”

The soul of “HAZE,” is the story of Gordie Bailey who died in Sept. 2004 as a result of alcohol poisoning. His death occurred after a traditional hazing ceremony held by the fraternity he had pledged that day, the Chi Psi’s at the University of Colorado. A freshman, Gordie had just been on campus one month before the accident.

“It is a tragic story that I have a strong passion to tell,” said Schuermann. “We hope that Gordie’s story will help to ensure that no one else will suffer such a tremendous loss, made even worse because it was such a preventable death.”

Schuermann serves as creative director for Watt Imagination!, the company that is producing “HAZE.” The collaboration with its owner, Robb Watt, has led to many successful educational projects, one of which was a short documentary on alcohol abuse that won an Emmy in 2001.

In 2005, Walt Disney Home Entertainment utilized the talents of Schuermann to co-direct and edit a 90-minute film for release on DVD titled “Disneyland: Secrets, Stories & Magic.” It is featured as one of the Walt Disney Treasures collection.

Schuermann began his career in film and video production by producing and directing short-subject films including “Moses 2000,” “Star Warp’d” and “Hick Trek,” a parody of “Star Trek” that has been in circulation for more than seven years. Pete’s Monster Zero Creative group is also responsible for the feature film, “Alice in Wasteland.”

FEATURE DOCUMENTARY FILM ON STUDENT ALCOHOL ABUSE BEING PRODUCED BY COLORADO'S WATT IMAGINATION!



A major, new full-length documentary film, “HAZE,” which addresses the national crisis of alcohol abuse on college campuses, is being produced in high definition by the Colorado Springs, CO firm of Watt Imagination!.

Formed in 1999 by producer Rob Watt, the company specializes in bringing together professional crews and talent to make imaginative films and videos for clients such as Raytheon Aircraft Company, Yamaha of Japan, the United States Olympic Committee and the International Fraternity of Phi Gamma Delta.

During its eight year existence, the company has won exclusive Telly, Aurora and Addy awards for its creative work. It also won an Emmy in 2001 for the documentary “*Tell Me Something I Don't Know*” which chronicles the events of a fraternity party that led to a tragic death.

“It was this familiarity with the topic that was a key element in our deciding to use Watt Imagination!,” said Michael B. Lanahan, President of The Gordie Foundation, which is executive producing the film.

“HAZE” focuses, in part, on the September 2004 death of Gordie Bailey who died from alcohol poisoning as a result of a traditional hazing ritual after pledging the Chi Psi Fraternity at the University of Colorado.

“We felt that Watt Imagination! would take ownership of our goals and objectives for “HAZE.” We liked the individuals we would be working with and their professionalism and passion for the subject matter,” said Leslie Lanahan, mother of Gordie Bailey.

Currently in final editing, “HAZE” is due to be completed in late January, 2008.

THE GORDIE FOUNDATION: EXECUTIVE PRODUCER OF “HAZE”



Dallas based, The Gordie Foundation is executive producing the motion picture “HAZE,” created to expose the national crisis of alcohol abuse on college campuses. The film is due to be completed in the first quarter of 2008.

Serving in this capacity for this feature documentary film is in line with the vision of the Foundation which is to be a “national voice promoting awareness of the dangers of alcohol among students, parents, colleges, legislators, and community leaders.”

Created in 2004, the Foundation’s President is Michael B. Lanahan. He is founder and Chairman of Greystone Communities, Inc., a premier developer and manager of Continuing Care Retirement Communities.

The Gordie Foundation is dedicated to the memory of Gordie Bailey, the son of Lanahan’s wife, Leslie, who serves as Secretary of the organization. Gordie was an 18-year-old freshman at the University of Colorado when he died of alcohol poisoning as a result of a fraternity initiation ceremony for pledges in Sept. 2004.



Regarding the making of the film, Michael Lanahan said, “Alcohol is America’s drug of choice and binge drinking is acknowledged as the number one health problem at America’s colleges. “HAZE” has been made to create awareness of these realities and the culture that fosters them with the intent of informing the public, especially parents and students, so that they can make educated choices about alcohol and know what needs to be done to

save a life.”

“On college campuses, alcohol is implicated in sexual assaults, racial harassment, hazing, dropouts, overdose deaths and suicides. The financial and emotional toll on families is immeasurable,” added Leslie Lanahan.