

"It's not okay to sit back and let things happen when you can make a difference."



GO THE DISTANCE

Timeline Media Productions in association with **Team Will** presents "Go The Distance"
produced by **Ernest Holly, Ken Scarberry, Jon Pauling** music by **Jon Pauling** featuring "Carry Me Home"
photography by **Randy Pench** narrated by **Both Duncan** directed by **Ernest Holly**

COMING SOON

TIMELINE
MEDIA PRODUCTIONS

www.gothedistancemovie.com

copyright © MMX



PRESS KIT

www.gothedistancemovie.com

PRESS KIT CONTENTS

SYNOPSIS

PROGRAMMING DESCRIPTORS

DIRECTOR'S STATEMENT

PRODUCTION NOTES

PRODUCTION PHOTOGRAPHS

CREW BIOGRAPHIES

COMPLETE CREDIT LISTING

SYNOPSIS

'Go the Distance' is a documentary chronicling the journey of 16 bicyclists (Team Will) who rode across America in 10 days to raise funds and awareness for childhood cancer research. The story focuses on the ride from San Francisco to Washington D.C. to help successfully lobby in front of Congress for the passage of the 'Carolyn Pryce Walker Conquer Childhood Cancer Act.' It also shares touching stories of some of the 'Heroes' (children with cancer) the cyclists rode for. Featuring interviews with doctors, parents with children fighting cancer, politicians as well as the cyclists themselves, this documentary is geared towards the general public and conveys a clear message that 'it's not okay to just sit back and let things happen when you can make a difference.'

Shot entirely in High Definition on Sony Z1U cameras and post-production completed on Final Cut Pro, **'Go the Distance'** is slightly less than 60 minutes in length and took more than a year to complete. Narration is provided by Sacramento television and radio personality Beth Duncan (www.bethduncan.com), while the musical score is provided by artist Jon Pauling (www.jonpauling.com) and features his song, 'Carry Me Home.'

Team Will, a non-profit organization founded 2005, is a community of cyclists of all levels and ages committed to raising public awareness and funds for childhood cancer research through a mixture of cycling activities and events. For more information about Team Will, please visit www.team-will.org.

Cancer is the leading disease killer of children, cutting short the lives of more children under the age of 20 than any other disease. Every school day, 46 children (two classrooms of students) are diagnosed with cancer in this country. More than 12,500 children are diagnosed with cancer each year and over 40,000 children and adolescents are currently being treated. With your help we will reach the day when every child diagnosed with cancer is guaranteed a cure.

PROGRAMMING DESCRIPTORS

Form: Documentary

Genres: Educational, Independent, Road Trip, Sport, Social Issue, Health/Medical

Niches: Christian, Disability Culture, Student, Youth/Teen, Children

Exact Runtime: 00 hr : 56 min : 44 sec

Print Details: HDV, Color, Stereo

Film Sound: Dolby Digital

Aspect Ratios: 1.78 (16x9 VIDEO)

Date of Completion: February 2010

Country of Production: U S A

Country of Filming: U S A

Production Budget: \$60,000 (U.S. Dollar)

Fund Source: Timeline Media Productions

Official Website: www.gothedistancemovie.com

Screening Formats Available: DVD, Blu-Ray, MiniDV, VHS, S-VHS, Quicktime, Windows Media

Distribution: All rights currently available

DIRECTOR'S STATEMENT

In early 2008 I was provided the opportunity to be part of something special. A close friend of mine, Ken Scarberry, Executive Director of Team Will Non-profit Organization, was organizing a 10-day bicycle ride across America, set to take place mid-summer. It was to be a charity event to raise funds and awareness for childhood cancer research. Team Will is a bicycling organization that Ken and a few others founded in response to the tragic death of a friend's son, William (Will) Kiefer, who lost his own battle at the age of 17 months after a courageous struggle with a rare form of childhood cancer.

Cancer is the leading disease killer of children, cutting short the lives of more children under the age of 20 than any other disease. Every school day, 46 children -- two classrooms of students -- are diagnosed with cancer in this country. More than 12,500 children are diagnosed with cancer each year and over 40,000 children and adolescents are currently being treated.

I never met William, and have never been personally affected by -- nor known anyone who had childhood cancer -- until I began this journey. Many adult members of my own family have waged a personal battle with cancer. I have seen and been a part of the trials of cancer, but none have been children. I have realized for some time now that something needs to be done to put an end to cancer but, honestly, I never really knew what I could do.

In early 2004, I started my own production company (Timeline Media Productions) beginning with filming weddings. Work, like life, is a constant learning process. One takes everything one learns from previous projects and applies those lessons to the next. So, over the years I have built a solid resume of professionalism, including filming for National Geographic, working with the Library of Congress, co-producing a documentary, released nation-wide, focusing on the repercussions of teenage binge drinking. I have also taken on the role of part-time video productions teacher at a local high school.

I'm also a traveler and enjoy seeing new places and meeting new and diverse people. Early on, my parents instilled in me their love of travel and by the time I was 18, I was fortunate to have visited all but two of the states of our country. I have traveled to most of the National Parks and visited numerous historic roadside markers. Therefore, having traveled the country many times by car, by plane and train, riding bicycles at an average of 15 miles-per-hour over 3300 miles would be a whole new way to see America. So when I was presented with the opportunity to produce a documentary of this ride, this project was clearly a natural fit for me.

When I first agreed to work on this project I had only two goals: 1) Don't produce a promotional video about Team Will, but rather to tell a story and convey a message (Of course I had no idea what that would be or how I would do this), and; 2) If I were to demonstrate how delicate the subject matter of childhood cancer was, I was going to have to find the fine line between sharing the children stories and those of their families without inadvertently exploiting them. So, with these two goals in mind -- and armed with only a couple video cameras and a small bag of clothes -- I set out on a 10-day

adventure that was to become a life changing experience.

At the start, most of the team members were strangers to me. I knew only three of the 24 members, so this ride was going to be more than just a charity fundraiser; it was going to be a sociological experiment. In essence, let's take 24 strangers, make them live out of 5 small minivans together for 10 days while slowly creeping across the United States on bicycles at 15 mph, document it all on video it and see what happens.

The result was, after riding over 3300 miles from San Francisco to Washington D.C., crossing 14 states in 10 days, visiting with countless children fighting cancer in hospitals across the country, and helping to successfully lobby in front of the Senate for the passage of the Carolyn Pryce-Walker Conquer Childhood Cancer Act, we (Team Will) had become a family that had gone to hell and back with a goal of making a difference.

As the ride progressed, the message I wanted to share as a director became clear to me somewhere in the flats of Indiana. As much as this documentary is a call to put an end to childhood cancer, I feel there is an even deeper inspirational message inter-woven throughout. "It's not okay to sit back and let things happen when you can make a difference." I believe it's a message the viewer can walk away with and apply to their everyday life...whether it's fighting for a cause they believe in such as cancer research, or something as simple as helping an elderly neighbor carry out their trash cans on garbage day...because even small acts can help make a difference in someone's life.

The ride personally changed me in so many ways. I have seen how this disease can tear apart one family and how that same disease can bring another family closer together. How arbitrary and random a killer this disease is and how it doesn't discriminate by age, race, sex, or religion. Better methods of treatment still need to be discovered. A cure is out there, waiting to be found. Because I wholeheartedly believe in the cause, I have since become a Board Member for Team Will. I will lend my efforts to bringing attention to this disease in the hopes of one day finding a cure. The children and their families whom I met along the way, made a significant difference in my life. Though my role has been a very small one, I hope to make a difference in theirs.

So the big question everyone asks me is "Would you do this ride again?"

I am and I can't wait! 2010, San Francisco, CA to Kittyhawk, N.C.

Make a difference,

Ernie Holly

Owner/Producer

Timeline Media Productions

PRODUCTION NOTES

"In the Beginning"

At the start, most of the team members were strangers to me. I knew only three of the 24 members, so this ride was going to be more than just a charity fundraiser; it was going to be a sociological experiment. In essence, let's take 24 strangers and have them live out of 5 small minivans together for 10 days, while we slowly creep across the United States on bicycles at 15 mph, document it all on video and see what happens. The result was, after riding over 3300 miles from San Francisco to Washington D.C., crossing 14 states in 10 days, visiting with countless children fighting cancer in hospitals across the country, and helping to successfully lobby in front of the Senate for the passage of the Carolyn Pryce-Walker Conquer Childhood Cancer Act, we (Team Will) had become a family that had gone to hell and back with a goal of making a difference.

"Just Keep Shooting"

As a director, I knew I wanted to tell a story and convey a message that was more than just a promotional video for Team Will. I wanted the average viewer to watch the film and come away with something they could apply to their own everyday lives. Of course, I didn't know what this message would be or how I would do this...it all seemed like such an astronomical task. I just kept the clichéd director's philosophy in the back of my mind to "just keep shooting no matter what happens"... I figured something would have to eventually take shape. During the 10 day ride, over 60 hours of footage was shot so needless to say much of it was left on the cutting room floor once I realized the message I wanted to tell...and that message became clear to me as we were riding through Indiana. After seeing what some of these riders were going through with sleep deprivation, fatigue, and sickness...it was nothing compared to what the children who were fighting cancer were going through. So even with all the footage to go through in the editing process, once I had that concept, everything became much more manageable.

"Denver Hospital"

Visiting St. Luke's Presbyterian Medical Center in Denver, CO is where things hit me and made me realize this was more than just a bike ride, this was really something special. It is almost hard to put into words what was going through all of our minds at that moment. After all, by this point we had already been riding for 3 days with maybe 4 hours sleep total. So to now make an appearance at a hospital, visit with doctors, children and families, and not come across like all we wanted to do was sleep just didn't seem possible. However once we arrived and saw the first few children, all of a sudden sleep was the last thing on everyone's mind. Their smiles lit up the room and gave us the energy we needed to keep going. Here we were supposed to be supporting and encouraging them, but what we didn't expect is how they encouraged and motivated us.

"Walking the Halls of the U.S. Senate"

By the time we arrived in Washington D.C. to the Reach the Day Rally hosted by CureSearch, needless to say we were all on our last wind. Once the Rally had ended and we had the opportunity to meet with Senators and Representatives to help lobby for the Carolyn Pryce Walker Conquer Childhood Cancer Act, as a cameraman, I had assumed these were going to be closed door meetings...no cameras allowed. After all, Team Will's presence wasn't scheduled for these meetings, not to mention the amount of security around D.C. in general was beyond astronomical. I couldn't walk down a side walk carrying a video camera without being questioned by some kind of security guard and there were so many places I was told I couldn't stand just to get b-roll shots of some of the city skyline. So to be able to take a video camera through metal detectors and into a senator's office, let alone be able to record the meeting seemed out of the question. However to my pleasant surprise, many of the Offices were more than welcoming. As I stood there taping, all I could think was never in my wildest dreams did I ever think I'd have the opportunity to do something like this....and this was would be my ending for the film. It was very special.

"Score"

This project was a complete donation of my time and resources...there really wasn't a budget. So when it came to the music, I was either going to have to score the project myself (which wasn't possible as I can't even play chopsticks), or find someone who believed in the project, had the talent, and would be gracious enough to donate their time and resources. I was incredibly luck to cross paths with music artist Jon Pauling. I first heard him perform his song "Carry Me Home" at a funeral service for one of Team Will's Heroes and instantly I knew I wanted that to be the closing song for the film. I approached him and asked if I could use it, he said yes without hesitation. Then, having nothing to lose, I explained I needed a music score, and again without hesitation he said no problem. I'll never forget visiting him at his recording studio and listening to his themes for the first time, they far exceeded my expectations and I couldn't have been happier. I see this as being the first of many projects we will collaborate on.

GO THE DISTANCE
Press Kit

PRODUCTION PHOTOS

ALL PHOTOS COURTESY OF RANDY PENCH



Wells, NV
Ernie Holly videotapes from van



Interstate 80, NV
Jon Holmes cycling



Manhattan, KS
Ernie Holly videotapes from van



Springfield, Ill
Ken Scarberry, Jon Depew & Team Will
Hero Travis



Dayton, OH
Team Will Hero Eric signs jersey



Washington, D.C.
Team Will Cyclists on U.S. Capital steps

CREW BIOGRAPHIES



Ernie Holly: Cinematographer/DP, Director, Editor, Producer, Submission Contact, Writer

Ernie is the owner of Timeline Media Productions, and director/producer of the documentary "Go the Distance" that focuses on Team Will's 10 day bicycle ride across America to raise funds and awareness for childhood cancer research. In addition, Ernie has shot for National Geographic, Fox Sports and has work featured in the Library of Congress. He is also a part-time video productions teacher, he sits on the Tech Prep Curriculum Advisory Committee for Solano Community College and is a board member for both Team Will Non Profit Organization and The California Schoolmasters Association.



Ken Scarberry: Executive Producer, Writer

Ken is a co-founder and serves as the executive director for Team Will. He has worked in education since 1985 and is currently the Director for the California Academic Decathlon and Director of Youth Development for the Solano County Office of Education. He is a graduate of Bethany College and Capital Bible College with a degree in Ministerial Arts & Interdisciplinary Studies.



Jon Pauling: Executive Producer, Music

Jon is a film composer, recording and performance artist, actor, worship leader, activist, and screenplay writer. He has recently opened for the rock group "America" and guest starred in the TV production of "Stagecoach Santa". He is currently working on a new cd and a screenplay for Everlasting Picture Works.

GO THE DISTANCE

Press Kit



Beth Duncan: Narrator

Beth is an award winning broadcast journalist who's been reporting news and traffic in the Sacramento region for 30 plus years. She is also a professional voice-over talent and recording jazz vocalist. Sacramento Magazine bestowed Beth with the honor of "Best Vocal Versatility" in their 2008 "The Best of Sacramento" edition.



Randy Pench: Still Photographer

A founding board member of Team Will and award-winning senior photographer, Randy Pench, has been a staff photographer at The Sacramento Bee since 1982. He has covered a variety of assignments including the 1989 Loma Prieta earthquake, the 1994 Northridge earthquake, fires and floods, five Super Bowls, two World Series and every President from Ronald Reagan to George Bush.

GO THE DISTANCE
Press Kit

COMPLETE CREDIT LISTING

Director
Ernie Holly

Producer
Ernie Holly

Executive Producers
Ken Scarberry
Jon Pauling

Writers
Ernie Holly
Ken Scarberry

Narrator
Beth Duncan

Cameramen
Ernie Holly
John Pizzuti

Still Photographer
Randy Pench

Editor
Ernie Holly

Music Composer
Jon Pauling

Promotional
Ernie Holly
Danny Wallace

Team Will Members

Don Black
Lloyd Cochran
John Depew
Fran Evans
Michael Evans
Anne Ganse
Greg Hadfield
Mark Hendry
Ernie Holly

Jon Holmes
Ken Kiefer
Phil Kiefer
Melvin Laguren
John Livernois
Brett Loring
Allan Loucks
Ray Miller
Amber Nichol
Keith Nobile

Randy Pench
Donna Peoples
John Pizzuti
Ken Scarberry
Lynda Struebing
Greg Taylor
Van U'Ren
Jonathan Weast
Brian Williams

Additional Music

"First Breath After Coma"
Written by Michael James, Munaf Rayani,
Christopher Hrasky, and Mark T Smith
Performed by Explosions in the Sky
From the album *The Earth Is Not A Cold Dead
Place* (p) 2003 Temporary Residence, Ltd.

"Second Chance"
Written by Max Carl, Jeffrey S. Carlisi, Cal Curtis
Performed by .38 Special
From the album *Rock & Roll Strategy*
Courtesy of Umvd © 1988

"Friendship"
Written & Performed by Danny Elfman
From the soundtrack *The Kingdom*
Courtesy of Universal Studios © 2007

"Carry Me Home"
Written & Performed by Jon Pauling
From the album *Carry Me Home*
Courtesy of CG Records © 2006

GO THE DISTANCE
Press Kit

Special Thanks

Presbyterian/St. Luke's Medical Center,
Denver, CO.

Children's Mercy Hospital,
Kansas City, MO.

St. John's Hospital, Springfield, ILL.

Peyton Manning's Children's Hospital,
Indianapolis, IN.

Johnny Smith, St. Vincent Health
Public Relations

Children's Medical Center, Dayton, OH.

CureSearch National Childhood
Cancer Foundation

The Office of Senator Wayne Allard, CO.

Lucile Packard Children's Hospital
at Stanford

Michael P. Link, M.D.

Todd Kleinheinz

Hope Street Kids Foundation

Sutter Memorial Hospital
Sacramento, CA.

The Kawaguchi Family

The Keiper Family

WICS, ABC 20, Springfield, ILL.

Altaco Solutions

Kimberly Wallace

Becky Cruz

Travis Reed

Carrie Loeffler

Antoine Ballon

Heather & Wein Loeffler

Tom Stryker

Debbie Riiber

Estelle Dumortier

For more information, please contact:

TIMELINE™
MEDIA PRODUCTIONS

28 Dellwood Court
Pleasant Hill, CA 94523
(925) 691-9812
info@timelinemp.com
www.timelinemp.com

www.gothedistancemovie.com