



MOTION PICTURE GROUP
MARKETING DIVISION

NEWS RELEASE

Contact: Clare Kennedy
Director of Publicity
+1 805.242.1140 ext. 77
clarekennedy@alliancedigitalstudios.com
cell +1 805.295.8694

FOR IMMEDIATE RELEASE

SAN LUIS OBISPO, FEBRUARY 14, 2013 -

INDIE MOVIE MINDSCANS RECEIVES STAMP OF APPROVAL FROM GLOBAL ALS GROUP

The indie movie MindScans, based on a story from best-selling sci-fi author Steven L. Kent, from Alliance Digital Studios of San Luis Obispo, CA, has been recognized for its sensitive portrayal of a character afflicted by ALS (amyotrophic lateral sclerosis, also known as "Lou Gehrig's Disease" is a disorder that causes progressive paralysis leading to respiratory failure and death typically in 4 to 6 years, remains uniformly lethal, and its cause remains unknown) by the ALS Therapy Alliance, a world-wide media awareness and fund raising collaborative for ALS research.

ALS Therapy Alliance's Executive Director, Traci Bisson says, "We applaud Alliance Digital Studios and their efforts to create awareness about ALS also known as Lou Gehrig's Disease in the movie MindScans. It is organizations such as this that help advance our cause by tackling tough issues surrounding this awful disease."

The ALS Therapy Alliance (ATA) came into the international spotlight when they announced their dissatisfaction of an offensive line about ALS made by Mark Wahlberg's character in Universal's movie TED released earlier this year (DVD & Blu-ray was subsequently released on 12/11/12).

<http://abcnews.go.com/Health/Wellness/ted-punch-line-offends-people-lou-gehrigs-disease/story?id=16710228#.UMjRtINcrzM>

Because there are so few movies that depict ALS at all, let alone accurately, the soon-to-be released movie MindScans stands alone and the ATA felt it should be acknowledged.

The character of Aunt Marie, who is afflicted with ALS, was lovingly portrayed by D. Rosh Wright with dignity, and has been critically acclaimed.

Studio head, writer/director, Ben Chiu said, "Our purpose is to tell entertaining stories. My preference is to also provide thought-provoking ideas through this visual medium. If we're able to raise awareness of this horrific disease in our small way, we're very grateful. We want to help people understand that someone with ALS is still the same person inside that you know and love--it's just their bodies that are failing them."



For more information about ALS and how you can help, visit
www.ALSTherapyAlliance.org

Look for the release of MindScans February 28, 2013, more at www.mindscans.com

###

The ALS THERAPY ALLIANCE was established in 2000 to facilitate ALS research projects and collaborations among a diverse group of scientists and clinicians at multiple institutions to cure ALS. This represents a unique collaborative enterprise that spans single laboratories and universities. Today, the ATA partners with corporations, biotech and pharmaceutical firms, manufacturers and the media to create awareness and raise funds for research of ALS.

ALLIANCE DIGITAL STUDIOS, like the studios during the early days of Hollywood, is essentially a guy that owns a camera and few other guys that move lights. Utilizing the principles coined as "smart movie making" to produce high-quality, ultra-low budget features while residing in one of the best places to live in the world--San Luis Obispo, California.

MINDSCANS, a feature film based on a story from best-selling sci-fi author Steven L. Kent, is part of the new breed of independent motion pictures that put story and production quality at the top of the list.

For more information about MINDSCANS and ALLIANCE DIGITAL STUDIOS, please visit us on the web at <http://mindscans.com> and <http://alliancedigitalstudios.com>

BEN CHIU, a graduate from NYU's film school (Tisch School of the Arts), cut his teeth on commercials and music videos during the early days of MTV. The author of nine books printed in 11 languages, Ben is also an FAA Ground, Instrument, and Flight Instructor, and holds all fixed wing ratings, is most widely known as the author of the best-selling Microsoft Flight Simulator series of books for Microsoft Press. He credits his current philosophy of filmmaking to his experiences gained at Paramount Pictures.

