



Presents
MODERN HERO

**AN AWARD-WINNING SERIES PROFILING
WOMEN CHANGING THE WORLD**



***-- Release Coincides with the United Nations Celebration of
Women’s Entrepreneurship Day --***

-- 2018 Cynopsis and Telly Awards Winner --

Brooklyn, NY – October XX, 2018 – FilmRise announces the release of “**MODERN HERO**,” a groundbreaking curated short-form digital docuseries that showcases the stories of remarkable women from around the world - all nominated by their peers. The initial 18 profiles in the series will be available to download or stream on a variety of video-on-demand platforms including Facebook Watch, Tubi, Prime Video, Pluto and Hoopla and others beginning **November 16, 2018** to coincide with the kick-off of the United Nation’s celebration of Women’s Entrepreneurship Day.





Co-created and hosted by journalist Julia Fisher Farbman, **MODERN HERO** has garnered over 70 million views and generated millions of engagements on social media. The program has been honored with notable awards including Cynopsis' Short Form Video Awards for Best Documentary Series and Single Entry and five Telly Awards.

The **MODERN HERO** series celebrates female role models of all ages, races and careers. Each woman interviewed has overcome unbelievable challenges – whether it be poverty, abandonment, war, or gender discrimination – to succeed in their chosen fields. The diverse women profiled include educators, businesswomen, non-profit leaders, media personalities, entrepreneurs in male-dominated industries, and creators dedicated to bringing communities together through art. Many of the Modern Heroes tackle social issues such as cancer, homelessness, women's education in the third world, and violence against women. The common threads through their varied stories are intelligence, strength, and resilience.

The mission of the series is to provide role models that will inspire young girls and women to dream big, take action, and be catalysts for change. Now in its second year, the program has produced videos of over 30 women – all heroes in different ways.

MODERN HERO's innovative format takes advantage of social media to actively engage women and girls in the creation of the series itself, as well as build a larger community. Viewers have nominated Modern Heroes who were later featured in the program and can participate in further conversations through the Facebook page and other social media platforms.

Modern Hero's release coincides with Women's Entrepreneurship Day, which aims to alleviate poverty by empowering women in business worldwide. Celebrated annually, this year's main summit will be held at the United Nations in New York City November 16 through 17th.

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MODERN HEROES

Episode 1: Dr. Arabia Mollette – Extraordinary Obstacles/Incredible Inspiration



Since she was five, Arabia Mollette wanted to be a doctor. But for a kid growing up in the projects of the South Bronx during the crack epidemic, it seemed impossible. Yet she never stopped pursuing her dream. Along the way, Mollette has faced unspeakable pain, including the murders of her infant son and teenage sister. But through tragedy, she found faith and purpose. As an emergency room physician, she gives back to those struggling in her community.

Screening Link: <https://vimeo.com/256980366> (10:30)

Episode 2: Dr. Audrey Evans – Co-Founder, Ronald McDonald House Charities

Over a career of more than 60 years, Dr. Evans' work as a pediatric oncologist has impacted millions around the world. She is credited with reducing mortality rates in neuroblastoma patients by 50%. In 1974, she co-founded the Ronald McDonald House Charities, which has since provided temporary housing to more than 7 million families in over 63 countries. Now in her 90s, Dr. Evans continues to live her life in keeping with her lifelong mission: to make difference in the lives of children.



Screening Link: <https://vimeo.com/256980505> (10:30)

Episode 3: Dr. Scharmaine Lawson-Baker - Founder/Creator/Author



Abandoned by her mother at just age 4, the odds were against Lawson-Baker. But with the unfailing support of her grandmother, this New Orleans native achieved her dream of becoming a nurse practitioner. After Hurricane Katrina, she was one of the first health care providers on the ground, working around the clock to treat patients in the devastated city. Now, Dr. Lawson-Baker runs her own home health care business, writes children books, and teaches nurses nationwide how to launch their own successful practices.

Screening Link: <https://vimeo.com/291942334> (07:12)

Episode 4: Ericka Lassair - Owner/Operator, Diva Dawg Food Truck



She was a rising star on the financial scene before Hurricane Katrina ravaged New Orleans. But in her 30s, she traded the corporate world for the culinary world and opened a restaurant to breathe new life into her hometown's economy. Now, this Modern Hero is the owner and operator of Diva Dawg Food Truck, specializing in gourmet, Creole-style hot dogs. Lassair inspires women everywhere to cook up a new life and create their own recipes for success.

Screening Link: <https://vimeo.com/291945074> (07:07)

Episode 5: Dr. Farah Alibay - NASA Engineer

Farah is a rising star at NASA and is on a mission to inspire young girls to join the Science Technology Engineering and Mathematics (STEM) field. Women currently make up less than 25% of the total STEM workforce, yet Farah continues to excel as a Systems Engineer, building unmanned spacecraft to search for life throughout the universe. Dr. Alibay's career is out of this world and her goal is to help other young girls realize that they too, have the power to reach for the stars.



Screening Link: <https://vimeo.com/256980899> (8:37)

Episode 6: Farai Chideya - Journalist/Author/Professor



As an award-winning journalist, author, and professor, Farai has used her voice to shed light on social justice issues. Over the years, Farai has worked in print, television, radio, and digital media; covered every Presidential election since 1996; and traveled to 28 countries and 49 states to report, learn, and explore. Through her books, journalism and active mentoring, she strives to help people complete the puzzle of how they view the world. She says, "To me, a modern hero is a warrior for equality."

Screening Link: <https://vimeo.com/256980662> (8:17)

Episode 7: Kat Cole - COO, FOCUS Brands

Overcoming a childhood torn apart by parental substance abuse, Kat Cole skyrocketed from Hooters hostess to one of the most prominent business figures in the country. As a new mom, this powerhouse gets candid about marriage, motherhood, and the importance of giving back. Through her humanitarian work, Kat serves as a fierce advocate for women around the world. Her advice for other women is “Don’t ever forget from where you came from, but don’t ever let it define you.”



Screening Link: <https://vimeo.com/291951173> (10:08)

Episode 8: Lauren Lake – Lawyer/Singer/Designer/Judge



This Modern Hero refuses to let labels define her. And no matter what career she's tried, she's conquered it. Lauren is a practicing lawyer, professional singer, interior designer, and now serves as a judge on the Emmy award-winning series *Lauren Lake's Paternity Court*. Her mission is to live limitlessly, ride the wave of life, and to empower women everywhere to do the same. Through the Women in Entertainment Empowerment Network (WEEN), she advocates for more women in leadership positions in media.

Screening Link: <https://vimeo.com/256980905> (10:16)

Episode 9: Lauren Scruggs Kennedy – Model and Fashion Blogger

Lauren Scruggs, a model and fashion blogger, found herself in the news in December 2011 after a plane propeller accident robbed her of her left eye and arm. Instead of focusing on the bad, Lauren has chosen to embrace everything good in life – both for herself and for those around her. In 2013, she co-hosted the first Beautifully Flawed retreat – designed to create a place for sharing and support among women who had lost limbs. The Beautifully Flawed community inspired the Lauren Scruggs Kennedy Foundation, which is dedicated to providing women in need with more natural-looking prostheses.



Screening Link: <https://vimeo.com/291955022> (10:14) **Episode 10: Luma Mufleh –**

Refugee & LGBT Pioneer



Raised the child of Syrian refugees, Luma Mufleh also had to flee her home. As a gay woman in Jordan, where homosexuality was a death sentence, she feared for her life. After escaping to the United States, she endured years of uncertainty. But Luma found her purpose when she stumbled upon a group of refugee kids who wanted to play soccer. With deep empathy for their traumatic experiences, Luma started a team called the Fugees Family. And when she

realized most of the kids could barely speak English, she opened the Fugees Academy. The school has since grown into a one-of-a-kind co-ed institution that provides year-round soccer and after-school tutoring for refugee children from all over the world.

Screening Link: <https://vimeo.com/256981301> (11:13)

Episode 11: Meg Saligman – Award-Winning Public Artist

Meg Saligman has created influential and thought-provoking art installations and murals all over the world. She constructed the famed Knotted Grotto participatory installation in Philadelphia, which invited participants to share their struggles with others. The installation engaged over 150,000 people for Pope Francis' 2015 visit. Meg's mission is to use art to open people's minds, create conversations, and bring communities together.



Screening Link: <https://vimeo.com/256981059> (10:25)

Episode 12: Michelle Poler - Founder, Hello Fears



Paralyzing fear has been a defining factor in Michelle's life ever since she was a little girl. She grew up in Venezuela, ranked the second most dangerous country in the world, and was surrounded by a family of Holocaust survivors haunted by their horrific past. As an adult, Michelle has stopped hiding from her fears and instead runs towards them, all while documenting her journey for the world to see. She travels the world, speaking to children and adults alike about the power of living a courageous life.

Screening Link: <https://vimeo.com/291959353> (10:32)

Episode 13: Mo'ne Davis – Sports Icon



Mo'ne became a sports icon at just 13 – when she became the first girl to ever pitch a shutout in the Little League World Series. She became an overnight sensation and the first Little Leaguer ever to land the cover of Sport Illustrated. Now the all-around athlete is focusing on the future and making her basketball dreams a reality. Mo'ne's ultimate goal is to become a coach and inspire others, just as her coach and community inspired her. Looking back on her journey, she advises other girls to “work hard, follow your

dreams, have fun, and if you be yourself then everyone will remember your name.”

Screening Link: <https://vimeo.com/261048183> (12:16)

Episode 14: Patrice Banks – Engineer/Entrepreneur in Auto Industry

Patrice is a former DuPont engineer turned entrepreneur who's on a mission to makeover the male-dominated car repair industry. While women have more licenses than men and shell out over \$300 billion annually on vehicle maintenance, the automotive repair force is only 2% female. Patrice decided it was time to change that statistic, so she went back to school and ultimately opened the Girls Auto Clinic, the only all-female-run auto mechanic shop in the country, with an attached beauty bar. After driving through multiple roadblocks in her own life, including a traumatic childhood, Patrice's goal is to educate and empower women through their cars.



Screening Link: <https://vimeo.com/256980309> (09:01)

Episode 15: Polly Dolan – Founder, SEGA Girl School, Tanzania



An estimated 8,000 girls in Tanzania drop out of school each year due to pregnancy or forced marriage. Polly Dolan is determined to break that cycle through the SEGA Girls School. Since opening in 2008, this scholarship-based secondary school for at-risk girls has grown into a 30-acre campus that serves 200 high-risk girls per year. In addition to learning from textbooks, students are given real-world experience to prepare them for life beyond the classroom. Polly is proof that one person can make a big difference.

Screening Link: <https://vimeo.com/256980384> (5:11) **Episode 16: Liana Rosenman &**

Kristina Saffran – Founders, PROJECT HEAL



In the United States, one person dies every 62 minutes as the direct result of an eating disorder. Kristina Saffran and Liana Rosenman both suffered from anorexia nervosa at very young age. The pair met on the tough road to recovery and formed a bond – a support system they credit with saving their lives. As they healed, they recognized how many other sufferers were unable to afford effective treatment. At just 15, they launched Project HEAL, a non-profit dedicated to providing support services and grants for treatment. Project Heal is now the largest organization of its kind in the U.S. They've also launched a peer support and mentorship program to further support individuals in recovery from eating disorders.

Screening Link: <https://vimeo.com/256981052> (10:47)

Episode 17: Sister Mary Scullion – Advocate, Founder of Project HOME

Inspired by Pope Francis, Mother Teresa, and Jon Bon Jovi, Sister Mary Scullion was named by TIME Magazine as one of the "100 Most Influential People in the World" for her relentless dedication to eradicating homelessness. Her journey began at just 19-years-old when she joined the convent and she's lived a life of service ever since. Her organization, Project HOME, has saved thousands of people from living on the streets and is recognized as a model for ending homelessness nationwide.



Screening Link: <https://vimeo.com/256981224> (12:53)

Episode 18: Yasmine Mustafa – Entrepreneur, Self Defense Technology for Women



As a child, Yasmine Mustafa experienced terror hiding out in a Kuwaiti bomb shelter during the Gulf War. After a twenty-year path journey to American citizenship, Yasmine struggled with culture shock, a language barrier, and the feeling that she didn't belong. Through determination and perseverance, she graduated summa cum laude from Temple University with a degree in Entrepreneurship. Today, she is the CEO and founder of ROAR for Good - a self-defense wearable technology company dedicated to reducing attacks against women and addressing the underlying causes of that violence.

Screening Link: <https://vimeo.com/256981117> (8:38)



Q & A WITH THE CREATOR: JULIA FISHER FARBMAN

Q: What inspired you to make MODERN HERO?

A: It's long been my mission to create meaningful content and to shed light on stories that matter. As a journalist, I had the honor of interviewing many inspiring individuals. But a few years ago, in a profound moment of clarity, I realized that a series like **MODERN HERO** could be a very powerful way to use stories to make a much broader impact – to inspire and empower others to accomplish their goals and lead a life of purpose.

Q: What is your ultimate goal for the series?

A: To use the power of storytelling to showcase how role models come from all walks of life. Whether they're 16 or 92, we want young girls and women alike to watch Modern Hero and feel inspired to make their dreams a reality. And thus far we've accomplished just that. The response has been phenomenal – we have over 70 million views and I'm proud of that.

Q: What has been the most striking thing you've learned personally from making the series?

A: Just how humble many of these remarkable women are. As I told HER magazine, "The common theme from woman to woman is a deep sense of purpose, and a relentless determination to leave the world a better place than they found it. But most of them have said, 'I'm not any different from you or anyone else. I just choose to not let anyone or anything hold me back.'"

Q: Was it important to you to have a female-led team behind-the-scenes crew?

Extraordinarily important. Behind-the-scenes we have a team of strong and talented women leading the charge. Our senior editor, senior producer, senior director, and of course, my partner and I are all females. I am proud to be leading the charge for young women in media. It is a role that I don't take lightly, and it is a responsibility that I fully embrace. I hope that other young women will see the work that our team is doing and have the courage to try something outside of their comfort zones. When you're doing what you love with pure intentions, that's when you truly have the opportunity to make a difference in the world.

BIO: JULIA FISHER FARBMAN



Julia is the Co-Founder of Ready Set Productions, a full-service video production company that focuses on producing and sharing stories that matter. Throughout her career as a seasoned journalist, she has interviewed high profile individuals such as His Holiness the 14th Dalai Lama, the civil rights leader, Reverend James Lawson, the Co-founder of the Malala Fund, Shiza Shahid, and former First Lady Michelle Obama.

Julia is especially passionate about being a voice for young females in a media and creating more opportunities for women behind-the-scenes, in typically male-dominated field. In January 2017, Ready Set Productions launched a digital series called **MODERN HERO**, in which Julia interviews and shares the stories of women who are trailblazing in their

careers and making a difference in the world. The intent of the show is to highlight how role models come from all walks of life. Since launching, the series has been viewed nearly 30 million times and has been nominated for a variety of distinguished awards.

Julia has also spearheaded esteemed productions at venues such as the United Nations and the National Constitution Center. Prior to launching Ready Set Productions, Julia worked on top rated shows on ABC's Live Well Network, as well as live productions such as Miss America, the 6ABC Thanksgiving Parade, and the Liberty Medal.

She has been profiled in numerous publications, including On the Dot Woman, Lioness, HER and Medium. Most recently, she was recognized by Folio Magazine as an 'Up & Comer' in the 2018 Top Women in Media.



ABOUT READY SET PRODUCTIONS

Julia Fisher Farbman and Emmy Award-winning producer Cindy Connors, co-founded Ready Set Productions, a full-service video production company that creates linear, digital, and branded content. The company is comprised of socially conscious producers, directors, editors, and camera operators who believe that stories matter and can inspire change.

ABOUT FILMRISE

FilmRise is a film and TV distribution company and streaming channel network founded by veteran producer/financiers Danny Fisher, Jack Fisher and Alan Klingenstein. With over 15,000 titles in a wide range of genres, the company's releases include HBO's multiple Emmy®-winning "Going Clear: Scientology and the Prison of Belief"; "Janis: Little Girl Blue," produced by Oscar®-winner Alex Gibney; two-time Academy Award®-nominee Julie Delpy's "Lolo; and the Sundance hit "White Girl". Television titles include such classics as "Hell's Kitchen" and "3rd Rock from the Sun", as well as the iconic Robert Stack hosted series "Unsolved Mysteries" and Gordon Ramsay's "Hell's Kitchen" and "Kitchen Nightmares."

FilmRise's recent releases include "Manifesto" starring two-time Oscar®-winner Cate Blanchett; sci-fi drama "Marjorie Prime" starring Jon Hamm and Lois Smith; the box-office hit "My Friend Dahmer" starring Ross Lynch and Anne Heche; and "The Miseducation of Cameron Post" starring Chloë Grace Moretz.

For more information, please visit www.FilmRise.com.

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QUOTES FROM OUR MODERN HEROES

- “There’s always light at the end of the tunnel.”
-Dr. Arabia Mollette
- “I felt like I was doing God’s work.”
-Dr. Scharmaine Lawson-Baker
- “Follow your inner voice.”
-Ericka Lassair
- “If I can change the mind of one girl that’s good enough for me.”
-Dr. Farah Alibay
- “To me, a modern hero is a warrior for equality.”
-Farai Chideya
- “Be willing to have the hustle muscle to figure it out.”
-Ericka Lassair
- “When the light is on you, you shine.”
-Lauren Lake
- “It’s our experiences and our stories that give us resilience.”
-Luma Mufleh



- “When you believe the impossible and you believe it with such zest, that’s what makes change happen.”

-Luma Mufleh

- “No one can have it all. But women can have what they choose. Women can have what a man has. Women can have what they want with a conscious choice and perseverance.”

-Meg Saligman

- “Say yes more often than you say no.”

-Michelle Poler

- “For every one person who’s hating, there’s like, four to five people who really look up to you.”

-Mo’ne Davis

- “We all have kind of have a little hero in us.”

-Patrice Banks

- “Believe in yourself and remember that it’s your life, it’s nobody else’s life.”

-Polly Dolan