

## FOR IMMEDIATE RELEASE



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### 'FIGHT – The Movie' Premiere and DVD Release a Celebrated Success

**Reading, PA** – (8-Oct-09) The premiere of [FIGHT – The Movie](#) was a celebrated success for Berks county native **Jerry Moyer** (writer, producer and narrator of the inspirational movie) along with everyone else involved with the film which has been an evolving dream over the past three years for Moyer and his partner, **Burke Cherrie**. The premiere was hosted at the Miller Center for the Arts on the campus of R.A.C.C. in downtown Reading on Tuesday, Oct 6th.

"It was an amazing night," said Moyer. "The Theater was filled with a buzz, an energy that had everyone ready for something special. As I sat watching 'FIGHT-The Movie' with our sold-out audience, I could feel the positive messages literally flowing off the screen. I saw people crying, others laughing, and all were ready to start fighting for the life they truly desire. It was everything and more that I had envisioned the night would be."

"FIGHT" details inspirational real-life stories of 11 everyday people who confront daunting challenges in their lives and choose to fight through them. Most of the characters featured in the movie are also from the Berks County, PA region according to Moyer.

"Sales of the DVD were brisk at the premiere," he said. "Total attendance exceeded 500 and included numerous VIPs who were either in the movie or closely associated with the movie. I started this project with the goal to raise in excess of one million dollars for the **Cystic Fibrosis Foundation** (CFF) to help find a cure for the disease. It is extremely gratifying to be on our way to realizing that dream."

A portion of the proceeds equaling \$2 from the sale of every DVD are being donated to the CFF and \$7 from the sale of DVDs directly referred by the CFF are going to the organization through Moyer's FIGHT Affiliate Partners Program.

Notables in attendance at the premiere included movie characters **Adam Taliaferro** (former Penn State football player given 3% chance to walk again), **Kristy Kowal** (Olympic swimmer who couldn't swim a full lap at age 8), **Jim Jarrett** (actor who found himself divorced and broke with no reason to go on) who flew in from San Francisco exclusively for the event, **Chris Kaag** (U.S. Marine who will never walk again), **Nat Gallen** (11 year old fighting Cystic Fibrosis), lawyer **Elaine Stanko**, Rich and Linda Price (parents of PGA tour-card holder, **Rick Price**) and Maria Cintron (wife of world-champion boxer, **Kermit Cintron**). In addition, Editor **Geoff Morris**, soundtrack composers **Andrew Kuryloski** and **Justin Bostwick**, and executive producer **Edward Sep** were present at the event.

**Linda Klein-Campozello**, Executive Director of the Northeastern Pennsylvania Chapter of the Cystic Fibrosis Foundation was present and invited to speak following the premiere. Klein-Campozello expressed extreme gratitude to Moyer for his continuing efforts and dedication to raising money and awareness for the CFF.

Others in attendance shared their comments: "It was a great night. Your movie was fantastic. All of the stories were moving and motivating. Congratulations!!" said Victoria Schutt.

"Hey Jerry, it was great meeting you last night," said Matt Allison. "As a former Penn State student athlete and struggling entrepreneur myself, a lot of the stories from the movie hit home with me. AWESOME job!"

"What a warrior hero you have found in Nat Gallen," said M.L. Krippe. "I want to be like him when I grow up! Thank you for making this movie and for your incredible vision. I, for one, am changed and inspired! Well done!"

Complete information on 'FIGHT – The Movie' including online ordering and additional details on the Affiliate Partners Program can be found by visiting [www.iamreadytoFIGHT.com](http://www.iamreadytoFIGHT.com) or by contacting Jerry Moyer at (610) 468-8225 or emailing to [jerry@iamreadytofight.com](mailto:jerry@iamreadytofight.com).

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