



LIVESTRONG

FOUNDATION

**FOR IMMEDIATE RELEASE**

For LIVESTRONG: Andrew Tanker

512.236.8820

512.279.8456

[press@livestrong.org](mailto:press@livestrong.org)

For Bolder Broadcasting: Katy Widrick

407.362.8237

[katy@boldermediagroup.com](mailto:katy@boldermediagroup.com)

**LIVESTRONG & Bolder Broadcasting Present Special Edition of *Conquering Kilimanjaro***

***Film Chronicles Cancer Survivors Inspirational Climb to "Roof of Africa"***

**AUSTIN, Texas/FORT LAUDERDALE, Florida – April 30, 2015** –What do you get when you combine one of the world's greatest mountains, one of the world's greatest mountaineers and one of the world's greatest causes? The world's greatest adventure!

*Conquering Kilimanjaro* is a 54-minute documentary by Marc Middleton, which follows world-renowned mountaineer Chris Warner as he leads 16 cancer survivors and advocates to the 19,341-foot frozen summit of Mount Kilimanjaro.

"This film is designed to be both an inspiration and a call to action. Viewers are moved to ask, 'What can I do?'" said filmmaker and Bolder Broadcasting CEO, Marc Middleton. "The answer is simple -- spread the word by sharing the film and spread the hope by supporting LIVESTRONG. This partnership makes both very easy."

Bolder Broadcasting has created a special LIVESTRONG edition of the film with links to information about LIVESTRONG and its free direct services for cancer patients and survivors. "Together we want to make *Conquering Kilimanjaro* widely available both for private and public screenings and to television stations and broadcast networks worldwide," Middleton added.

"*Conquering Kilimanjaro* captures the essence of the cancer journey," said Ellen Barry, LIVESTRONG Foundation vice president of strategic communication. "The fear, the need to ask for help, the importance of family, friends and faith are all explored. Marc and his team did an amazing job of displaying survivors' courage as they face the challenges of both the mountain and their cancer."

*Conquering Kilimanjaro* has been screened for audiences in Austin, Orlando, and Houston and broadcast on WKMG, the CBS affiliate in Orlando. Proceeds from all screenings and DVD sales will support the work of the LIVESTRONG Foundation which provides free direct services to help people affected by cancer now.

Exclusive clips, video from the Austin premiere, climber bios and the special edition DVD are available at <http://ConqueringKilimanjaro.com>.

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### **About the LIVESTRONG Foundation**

The **LIVESTRONG** Foundation fights to improve the lives of people affected by cancer now. For 18 years, the Foundation has been a voice for cancer survivors and has directly served more than three million people. **LIVESTRONG** answers survivors' questions, tells their stories and helps them live their lives through direct service, advocacy and inventive partnership models. In 2014, the Foundation launched its boldest enterprise yet—the **LIVESTRONG** Cancer Institutes at the Dell Medical School at The University of Texas at Austin. The Institutes will be a pioneering approach to patient-centered cancer care designed by survivors to deliver the best teaching practices and the greatest collaborative research to serve the cancer community.

### **About Survivor Summit**

The mission of Survivor Summit Foundation is to lead cancer survivors and their supporters on life altering journeys, inspiring them and the community at large to challenge the mental and physical boundaries associated with cancer. As a unique partnered event with **LIVESTRONG**, Survivor Summit raises money to support the **LIVESTRONG** Foundation while raising awareness about cancer survivorship. For more information, visit [SurvivorSummit.org](http://SurvivorSummit.org).

### **About Bolder Broadcasting**

Bolder Broadcasting, Inc., is one of the world leaders in wellness and inspirational lifestyle content creation and delivery across all major media platforms. It producer documentaries under its Bolder Docs brand and its additional products include the Growing Bolder TV show, Growing Bolder radio, the *Surviving & Thriving* TV show, Growing Bolder Magazine and a network of community websites anchored by [GrowingBolder.com](http://GrowingBolder.com).

### **About Marc Middleton**

Marc Middleton is Founder and CEO of Bolder Broadcasting. A veteran news and sports anchor and multiple Emmy Award-winning reporter, Marc left TV news in 2006 to start Bolder Broadcasting, Inc. and Growing Bolder. One of the leading voices in the active lifestyle movement, Marc is the co-host of the Growing Bolder TV and Radio Shows, Executive Producer of *Surviving & Thriving*, Editor of Growing Bolder Magazine, Author of *Rock Stars of Aging*, *50 Ways to Live to 100*, *Lifestyle Secrets of Centenarians*, a featured blogger on the Huffington Post and speaks regularly on positive aging, marketing to boomers, and the power of storytelling. Marc directed, shot, wrote and narrated *Conquering Kilimanjaro*.