

FOR IMMEDIATE RELEASE

**South Florida Native & NFL Player
Heath Evans To Attend
Premiere of the TV Pilot Docu-Series “Raising Humanity”
and Fundraiser to Benefit The Heath Evans Foundation**

Fort Lauderdale, FL - January 15, 2010 -- Blaze Branding Group will host the premiere of Darshan Production’s television docu-series pilot, *Raising Humanity*, and fundraising event to benefit The Heath Evans Foundation, a not-for-profit 501(c)(3) organization, dedicated to fostering hope and healing in the lives of children and families affected by sexual abuse.

Originally from West Palm Beach, NFL player Heath Evans of the New Orleans Saints will attend the event to be held Thursday, February 25TH, 2010 at Cinema Paradiso in Fort Lauderdale. Evans, Founder of the Heath Evans Foundation, is the subject of the pilot episode for *Raising Humanity*.

Doug Scott, Founder of Blaze Branding Group (a public relations firm) and Lisa Vrancken, Executive Producer of Raising Humanity and Founder of Darshan Productions (an independent media company) combined their talent to organize the fundraising event. Both businesses are based in South Florida.

“Both Doug and I are passionate about giving back to the community and making a difference in the world. The *Raising Humanity* docu-series was envisioned as a way to educate and inspire others by showcasing global issues that affect people and the impact just one person can make.” commented Lisa Vrancken. This first episode exposes the hidden epidemic of childhood sexual abuse which affects 39 million survivors.

Tables draped with black linen topped with white roses and flameless candles will set the stage for this elegant affair that begins at 7:00PM in the Courtyard. Guests will arrive to a champagne reception featuring a violinist.

At 7:15PM attendees will enter the theatre via a red carpet for the premiere showing of the docu-series *Raising Humanity*, directed by Niki DiCesare. The film features interviews with Heath Evans, his wife Beth Ann (a survivor of child sexual abuse) and principals and counselors from The Heath Evans Foundation, among others.

Prior to the film, Lisa Vrancken will address the audience and introduce Niki DiCesare. After the showing, Heath Evans will speak with the audience about The Heath Evans Foundation.

Guests will then join Heath and others in the courtyard for cocktails, hors d'oeuvres and entertainment. Donny Brocs, former NFL player turned hip-hop artist, will be the featured performer. After seeing the pilot *Raising Humanity*, Donny was so inspired that he wrote and produced the original song "The Way" specifically for this event. Each guest will receive a complimentary CD of "The Way".

A limited number of tickets are available for purchase in advance at www.FLIFF.com or via telephone at 954-525-3456 ext 101. Tickets are \$75 per person. Proceeds will benefit The Heath Evans Foundation.

Cinema Paradiso is located at 503 SE 6 Street in downtown Fort Lauderdale.

Parking is free after 6:00pm in the Courthouse Garage and at meters.

About the television docu-series pilot Raising Humanity:

Featuring celebrity humanitarians and volunteers who dedicate their time and resources to champion worthy causes, the *Raising Humanity* docu-series will enlighten audiences about a variety of issues that affect the lives of millions, both here at home and throughout the world – issues like abuse, poverty, HIV/AIDS, genocide and natural disasters.

This pilot episode of the *Raising Humanity* television docu-series, is the emotional story about how Heath Evans and his family turned their tragedy into a heroic act of humanity by launching the Heath Evans Foundation. Through personal and heart-felt interviews, Evans and his wife, Beth Ann, discuss her childhood experience with sexual abuse at the age of nine and the lasting effects that nearly tore their marriage apart. Through interviews with another survivor and legal and counseling professionals, *Raising Humanity* delves into statistics, challenges the survivors confront, what is being done to repair the damage, and how we might prevent sexual abuse in the future.

About Blaze Branding

Founded by Doug Scott, Blaze Branding Group, located in Coral Springs, was formed to "revolutionize branding" and generate growth for business owners seeking to launch or revitalize their brands. The company offers social media networking, classic public relations and marketing, as well as production services to create a successful presence in the market. Their goal is to build a reputable organization that exceeds the expectations of its clients.

About Darshan Productions

Darshan Productions was founded by Lisa Vrancken, Executive Producer of the docu-series *Raising Humanity*. In Sanskrit, the word Darshan means "sight" or "vision" - specifically, "Visions of the Divine". Based in South Florida and launched in February 2009, Darshan Productions' goal is to produce films that can help change the perception of the world around us, inspire people to make a positive impact on

humanity, and promote entertainment as a way to advocate the many issues that are affecting lives on a global scale.

About The Heath Evans Foundation

The Heath Evans Foundation is a not-for-profit 501(c)(3) organization committed to breaking the cycle of abuse through healing the psychological, physical, and spiritual wounds inflicted on innocent children.

The Evans' established the foundation out of their desire to help and provide treatment for the young victims of this devastating crime. Using his celebrity status and the NFL as a platform, Heath is determined to positively impact the lives of children and young adults.

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