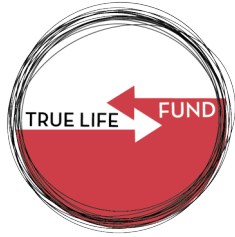


Contact:
Sarah Frueh, Press Liaison
Email: SarahF@truefalse.org
Phone: 636-212-0229



The True/False Film Fest Selects *Bully* as 2012 True Life Fund Film, presented in partnership with The Crossing

The Bertha Foundation provides a \$15,000 matching grant

FOR IMMEDIATE RELEASE

COLUMBIA, Mo. (Feb. 2, 2012)—Six years ago, the True/False Film Fest founded the True Life Fund, a philanthropic effort that raises money and awareness for the subjects of a nonfiction film each year. Presented in partnership with The Crossing and with media support from KOMU, this year's film, *Bully*, chronicles a year in the life of five kids and their families who courageously share their stories to inspire change in how society deals with bullying.

Crossing pastor Dave Cover says, "Too often it is easy to find areas of disagreement and division. The True Life Fund provides a great way for all of us to unite in our common hopes and concerns, and to help change even just a few lives by our doing so."

This year, The Bertha Foundation, whose mission is to affect positive change in the world through the combined efforts of activist lawyers, storytellers, and social and political entrepreneurs, has pledged to match dollar for dollar up to \$15,000 of the funds raised by the True Life Fund. Support for the Fund comes from outreach within the Columbia community and generous donations from True/False attendees. This combined effort seeks to raise more than \$30,000 for the subjects of *Bully*.

Rebecca Lichtenfeld of Bertha Philanthropies (advisors to The Bertha Foundation) stated, "The Foundation is proud to support the True Life Fund and those who appear onscreen to share their stories. These brave individuals educate, inform and inspire action on both a local and global scale."

Bully, directed and produced by Sundance and Emmy-award winner Lee Hirsch, goes undercover in American schools to reveal the horrors of bullying and the effects it can have on kids and families. *Bully* puts a personal face on this systemic problem, which manifests itself in the lives of 13 million children and their families each year. Hirsch tackles the issue head on and prods

each of us to think about how we can help eliminate bullying.

“The young heroes and heroines in our film inspire audiences and compel them to take a stand; the opportunity to honor these brave kids and give back is a true blessing. I cannot wait for the audiences of True False to experience *Bully* and meet these amazing kids and families,” says Hirsch.

The money raised will go to the three main characters of the film, Alex, Kelby and Ja’Meya, who all continue to deal with the adverse effects of bullying. The money is a way to thank them for sharing their stories and help each live up to his or her full potential. A portion of the fund will also be donated to the Longs and the Smalleys, two families who are featured in the film and whose sons Tyler Long and Ty Smalley took their own lives after being bullied.

Each year, the True Life Fund seeks to “demonstrate that documentaries create change” by offering “tangible and meaningful assistance to the subjects” of one film at the True/False Film Fest. It’s an effort True/False co-founder David Wilson says he is “immensely proud of.”

2/6/12 - We amended the press release to now distribute the funds to all five families featured in the film since each of them have a powerful story to share, inspire change in how we deal with bullying and deserve to be recognized.

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