

“A Classic” —*Los Angeles Times*

# One Year. One Million DVDs

“Certain to stir hearts.” —*Variety*

Award-winner at more than 25 leading film festivals worldwide

The first time I sat down in this world is  
the last time I sat down in this world.

I was smiling that day and  
I'll be smiling when I leave.

Because when I die,  
folks ain't gonna say  
“Darius is gone.”

They're going to say  
“Darius went West.”

—Darius Weems

Armed with a fierce sense of idealism and loyalty for one another, twelve young friends are launching a viral marketing campaign to end a fatal childhood disease that has struck one of their own. Their goal: to raise millions of dollars to help develop a treatment for Duchenne muscular dystrophy (DMD), the number one genetic killer of children in the world. The web-based campaign uses guerrilla-style videos and on-line clicks in its effort to rally millions around the cause.

The crew members of *Darius Goes West*—a critically-acclaimed indie documentary—plan to sell one million DVDs over the next year, screening the movie across the country and using the internet as a key marketing tool. DVDs of the most cumulatively honored film of 2007 (with 28 festival awards) sell for \$20, with \$3 covering the cost of making more DVDs and the rest going straight to medical research. Every DVD sale puts \$17 dollars directly toward the quest for a treatment or cure of D.M.D.

There is not a single M.D. or Ph.D. on the crew, yet this band of brothers is determined to fight the most common fatal genetic disease to affect children around the world. For the first time in the history of the disease, human clinical trials have begun. The \$17 million the crew aims to raise will help this current generation of young people with DMD. There's no time to lose!

About the movie: *Darius Goes West* follows the story of Darius Weems, a young man born with Duchenne muscular dystrophy. In 1999, Darius watched his beloved older brother Mario pass away from the same disease at age 19. Soon after, Darius lost use of the muscles in his legs and began using a wheelchair.

A group of Darius's college-aged friends felt there was no need for his quality of life to disintegrate along with his muscles. So they decided to take Darius on the adventure of a lifetime, renting a wheelchair-accessible RV and traveling cross-country. They set their sights on raising awareness for DMD and the disability rights movement, and getting Darius's wheelchair customized on the hit MTV show “Pimp My Ride.”

Now—after three years, hundreds of hours in editing rooms, praise from critics and audiences across the globe, and life lessons that will last forever—*Darius Goes West* is the most cumulatively honored film of 2007, and a perfect vehicle for this cause. The film engages viewers of all ages and backgrounds with its portrayal of people with disabilities not as victims to be pitied, but as empowered individuals engaging with the world.

What began with a group of friends-turned-filmmakers traveling the country has grown into a grassroots movement to raise the awareness and resources necessary to cure DMD.