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FOR IMMEDIATE RELEASE:

***FOLLOW THE LEADER* Film About Three Teens with Presidential Dreams
To Have Theatrical Release in Washington, D.C., Metro Area -- Starting With
Week-Long Run at Angelika Mosaic in Fairfax, Virginia, Sept. 6-12**

**Coming-of-Age Doc Features Virginia Attorney General/Gubernatorial Candidate
Ken Cuccinelli, And Numerous Politicians Across the Political Spectrum**

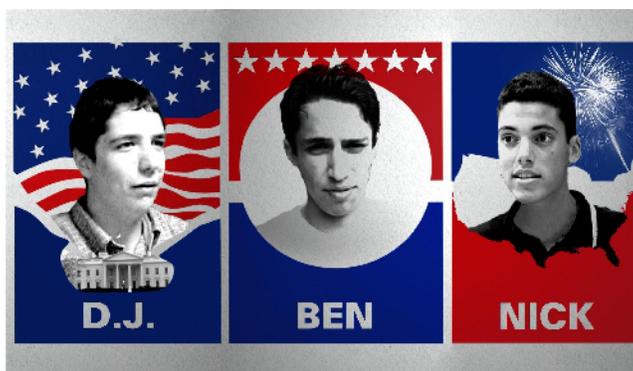


Photo Credit: Changeworx

Washington, DC/Northern Virginia – Jonathan Goodman Levitt’s ***FOLLOW THE LEADER***, “a real-life coming-of-age story for political junkies” (*Education Week*) that’s “like Michael Apter’s *7 Up* series” (*Filmmaker Magazine*), announces its Washington, D.C.-Metro Theatrical Release starting with [a week-long run Sept. 6-12 at Angelika Mosaic \(2911 District Avenue, Fairfax, VA 22031\)](#), in the home district of Virginia Attorney General and Republican Gubernatorial Candidate Ken Cuccinelli. Cuccinelli is featured in the film as one of the main participant’s political mentors, and the theatrical release coincides with the post-Labor Day final leg of Virginia’s hotly-contested statewide election campaigns. Importantly, the release also overlaps with the anniversary of 9/11, an immensely formative political event for all the film’s participants and for the millennial generation generally. ***FOLLOW THE LEADER***’s three main participants Ben, D.J., and Nick will be present together for the first time ever at screenings of the film, along with special guests. Further details for individual ***FOLLOW THE LEADER*** events at Angelika Mosaic and elsewhere including Washington, D.C., screenings, will be announced as they are confirmed. For updates, visit <http://www.followtheleaderfilm.com/>.

Nationally, the film will have a television broadcast in most major markets on Sunday, Sept. 1 as the Season One finale of the PBS/WGBH national series “America ReFramed.” As part of a college and community event tour, ***FOLLOW THE LEADER*** will also be brought to cinemas starting this September

“on-demand” through **Tugg (tugg.com)**, a crowdsourcing web platform that allows filmgoers to bring films of their choice to AMC, Cinemark, Regal and independent cinemas near them. Major digital platforms including iTunes, Amazon Instant, Sony Playstation, Microsoft Xbox, Vudu and Google Play began carrying this film this summer via **FOLLOW THE LEADER’s** digital distributor Cinedigm (formerly New Video).

“**FOLLOW THE LEADER’s** simultaneous release across multiple platforms and our wider events campaign aim to increase cross-partisan dialogue, decrease political polarization, provoke thoughtful consideration of American inequalities, and encourage a conversation about tomorrow’s leaders in new and provocative ways,” said Levitt. “This year’s hard fought election campaigns in Virginia -- where we filmed over one-third of the film -- offer us a unique opportunity to influence the discussion in a more thoughtful and positive direction.”

In **FOLLOW THE LEADER**, sixteen-year-old, high school class presidents **Ben** (The Loyalist from Springfield, Virginia), **D.J.** (The Believer from Massachusetts) and **Nick** (The Idealist from Pennsylvania) are all conservatives who plan to continue leading their peers as President someday. Over three life-changing years, they split into Republican, Democratic and Independent camps as each reconsiders his lofty ambitions. Growing up at a critical moment for America as well, their lives also force us to all rethink our assumptions about tomorrow’s leaders, the impact of 9/11 on them, and their political views of the millennial generation – which are more complicated than most people currently believe. As shocking as “Jesus Camp,” as revealing as “American Teen,” and as funny as “Spellbound,” **FOLLOW THE LEADER** is the story of what change means for three young leaders who feel destined to lead the world.

Among the many prominent politicians on both ends of the political spectrum featured in **FOLLOW THE LEADER** are President Barack Obama; the late Senator Ted Kennedy (his final film appearance); former U.S. Secretary of State Hillary Clinton; former President Bill Clinton, U.S. Senator from Arizona John McCain; Ken Cuccinelli, the Attorney General of Virginia, and Republican Candidate in this year’s neck-and-neck race for Governor of Virginia; Governor Deval Patrick of Massachusetts; Michael Dukakis, the longest-serving Governor in Massachusetts history, and 1988 Democratic Presidential Candidate; Niki Tsongas, current Congresswoman (MA-5) and the first woman elected to Congress from Massachusetts in 25 years; and Michael Bloomberg, New York City’s Mayor.

Last summer, Levitt’s production company **Changeworx** decided to forego a traditional film festival launch, and instead premiered the just-completed film at the national political conventions. Since being the only film to have its World Premieres at both the Republican and Democratic National Conventions in 2012, a screening tour has been ongoing nationwide with the support of many national outreach partners. The packed house in Charlotte, NC, at the DNC Convention premiere included many students from some of the roughly 20 national and local outreach partners now working with Changeworx on **FOLLOW THE LEADER’s** release – including diverse groups such as Junior Statesmen of America, Student Voice, Our Time, Sustained Dialogue Campus Network, Purple States, Mobilize.org, Living Room Conversations and Rock the Vote.

More recently, Levitt spoke about the film at the National Youth Association conference in Washington, and at Student Voice Live! (sponsored by Dell and Microsoft) in New York. Earlier this summer, the film had a 10-city theatrical screening tour throughout the Southern U.S. – including return visits to Florida and North Carolina, and the Tennessee, Georgia and Louisiana premieres of the film. **FOLLOW THE LEADER** has also been sold for distribution in over ten countries, from the U.K. to Japan, and played at several Festivals worldwide. At its last Festival appearance in June, **FOLLOW THE LEADER** won the

sole Jury Prize in the Feature Film Competition (competing against both documentaries and fiction films) at the 2013 Northside Festival in Brooklyn.

An interactive version of the film, **REALITY CHECK: FOLLOW THE LEADER INTERACTIVE** has also been a unique part of the film's outreach and appeal. Premiering as a live interactive event on the night of the memorable second Presidential debate in October during The Paley Center for Media's DOCFEST, **REALITY CHECK** turned audience members into participants through live interactive keypad voting about the film, politics and current events. Answers during all **REALITY CHECK** performances are shown in real-time, split along gender, racial, political and other demographic lines, to give participants a "reality check" about what other people really think. Changeworx is currently in the process of adapting its **REALITY CHECK** interactive live events into the first-of-its-kind interactive, online, on-demand episodic documentary experience. Levitt will be giving a brief presentation on **REALITY CHECK** on September 17 in New York at the Storycode transmedia Meetup. The online, on-demand **REALITY CHECK: FOLLOW THE LEADER** interactive version aims to create more meaningful and reflective political dialogue in the months leading up to the 2014 midterm elections.

For more information on *FOLLOW THE LEADER* and to stay updated on future events, visit:

<http://www.followtheleaderfilm.com> (Official Site)
<https://www.facebook.com/followtheleaderfilm> (Facebook)
<https://twitter.com/changeworxfilms> (Twitter)

ABOUT THE FILMMAKER:

FOLLOW THE LEADER is Jonathan Goodman Levitt's first film made back home in the United States, after a decade as a filmmaker based in London. His past work as director and/or producer has been primarily funded and shown by broadcasters including BBC, Arte, and over a dozen international broadcasters. His company **Changeworx USA LLC** is currently partnering on productions set in Pakistan, Chile and Cameroon that have received support from funders including Ford Foundation, TriBeCa Film Institute, IFP, Chicken & Egg Pictures, Center for Asian American Media and Women Make Movies. His previous feature ***SUNNY INTERVALS AND SHOWERS*** (Director/Producer/Editor/Camera, 2006) screened at festivals including Sheffield, Chicago and One World; aired as part of the BBC Storyville documentary strand; and was nominated for Grierson (British Documentary) and Mental Health Media Awards. Other credits include consulting on a Best Documentary Emmy-winner featuring Stephen Fry, and various roles on several award-winning short films and multi-screen art installations. Jonathan studied social psychology, political philosophy and painting at Stanford, and was a Fulbright Scholar studying at the UK's National Film School (NFTS) in 1999. After a decade in London, he has been based in Brooklyn since 2008.

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For interview requests with filmmaker Jonathan Goodman Levitt, and film participants Nick Troiano, D.J. Beaugard and Ben Trump, contact Brian Geldin (BGPR) at (917) 549-2953 or briangeldin@gmail.com, <http://briangeldin.com/>

Jonathan Goodman Levitt is available for advanced telephone or Skype, and in-person interviews in New York City, and for in-person interviews in DC/Northern Virginia prior to the release on dates TBD.

High-Resolution Production Images and Film Clips are available upon request. A limited number of screeners also available for review and interview purposes.