



Press Kit

ABOUT THE PROJECT

The American Dream Revised was inspired by the many young people who have big dreams. As we examined the trends in the new economy, we realized that Generation Y needed more than articles and ideas – they needed accessible, easy-to-understand content that would allow them to take their ideas from infancy to completion. The result was The American Dream Revised, a docuseries and social action campaign designed to empower the next generation of leaders to change the world.

According to the Pew Research Center, fully 37% of 18- to 29-year-olds are unemployed or out of the workforce, the highest share among this age group in more than three decades. The most recent report reveals that “that young people who graduate from college in a bad economy typically suffer long-term consequences — with effects on their careers and earnings that linger as long as 15 years.”

The American Dream Revised was created in response to the alarming statistics concerning Millennials and the work force. In spite of facing staggering unemployment numbers, Millennials are a generation of entrepreneurial workers who crave the opportunity to do work that matters to them. The American Dream Revised gives young people the tools they need to take their careers into their own hands as business owners.

Project Structure:

- ➡ 4 Episodes airing online at www.revisethedream.com
- ➡ Free downloadable guide that offers a blueprint for starting a business
- ➡ Virtual think tanks featuring successful entrepreneurs

PRESS RELEASE

INSPIRED LIFE MEDIA GROUP AND S6XTH HOUSE ENTERTAINMENT PRESENT
NEW DOCUSERIES ON ENTREPRENEURS, THE AMERICAN DREAM REVISED

New Docuseries and Campaign Helps Young Entrepreneurs Start Businesses

LOS ANGELES, February 12, 2013 – Inspired Life Media Group and S6xth House Entertainment have released The American Dream Revised, a new docuseries and social action campaign designed to help Millennials start small businesses. The series features interviews with young entrepreneurs in various sectors including apparel, technology, gourmet baked goods, and services.

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In addition to the inspiring series of videos, The American Dream Revised offers a free downloadable guide, the Revise the Dream Blueprint, created in partnership with the Young Invincibles, a Washington, D.C.-based advocacy organization for Millennials. The 45-page guide, the Revise the Dream Blueprint, offers tools and information on starting a business including choosing the right business structure, forming partnerships, closing deals, and other startup issues. The American Dream Revised further extends with a series of virtual think tanks hosted in partnership with social video platform, Spreecast.

The series follows Caleb and Jen Wojcik, Stacey and Scott Ferreira, Charlie Fyffe, and David Stankunas as they share a behind-the-scenes look at what it takes to start and grow a business. The hand-picked Millennials bring different experiences and perspectives to the journey of entrepreneurship. "Our cast will not only impress you but inspire you," notes executive producer Bridgette Wright.

"Entrepreneurship is a hot topic right now, but there needs to be more access to specific strategies and techniques for getting started. We're delivering that in an engaging way with The American Dream Revised," said creator, director, and executive producer Lisa Nicole Bell. "It's not about the hype of owning a business. It's about starting something that can provide a viable alternative to unemployment and underemployment." Furthering their mission to empower new entrepreneurs, the producers forged partnerships with complementary organizations such as Empact and Young Female Entrepreneurs.

The first episode of The American Dream Revised premieres on February 12, 2013 at www.revisethedream.com. Subsequent episodes will go live on February 14, 19, and 21. Visit www.revisethedream.com to watch the trailer and download the free guide.

About Lisa Nicole Bell and Inspired Life Media Group

Inspired Life Media Group is a transmedia production company and digital strategy consultancy. The company was founded by media personality, producer, author, and international speaker, Lisa Nicole Bell as a collection of premium multimedia entities that blend enrichment and entertainment. Visit www.inspiredlifemediagroup.com and www.lisanicolebell.com to learn more.

About Bridgette Wright and S6xth House Entertainment

Bridgette Wright is a film producer and content creator. She is founder and CEO of S6xth House Entertainment, a film production company located in Los Angeles that specializes in creating thought provoking, highly original films that not only entertain but inspire. Bridgette has worked with A-Listers like Bobby Cannavale and Jessica Biel. Bridgette studied screenwriting and film production at UCLA and is currently developing her own projects.

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CAST



David Stankunas – The Bearded Dreamer

David Stankunas is a serial entrepreneur with a passion for the unique and absurd. Since beginning his entrepreneurial career in 2005, David has founded several companies, most notably PokerBling, Nom Nom Truck, and Beard Head. Today, David focuses on building the Beard Head brand, creating new products, and expanding its distribution. When not working on Beard Head, David spends his free time developing new niche products to bring to market.

Stacey and Scott Ferreira – The Sibling Dreamers



Stacey Ferreira recently finished her freshman year at NYU Steinhardt's Music Business program in New York City. After one year of college, Stacey has decided to take a leave of absence from NYU to pursue her entrepreneurial endeavors. Stacey co-founded MySocialCloud.com, a technology startup that aims to drive better access to information all over the web. MySocialCloud.com accomplishes this by allowing people to store, organize and share online information as well as securely store usernames and passwords for one-click login to any and all websites online. At 18 years old, she and the MySocialCloud Team successfully raised just under \$1 million for their startup from Sir Richard Branson, Jerry Murdock and Alex Welch. During high school, Stacey sat on the board of a non-profit, Open Table, which aims to help the homeless achieve self-sustainability, worked at an educational TV channel in Phoenix, Arizona, and created and curated her own music blog. Throughout her summers, her passion of music allowed her to become involved with The GRAMMY Foundation and in particular, GRAMMY Camp.



Scott Ferreira is the Chief Executive Officer and co-founder of MySocialCloud. Before MySocialCloud, Scott was involved with co-founding a non-profit called Open Tablet, where he still serves on the Executive Board as an advisor. Scott has also worked with several different on and off line projects, the most notable of which was the creation of software for JomSocial for the Joomla! Content management system based in Malaysia. Scott's abundance of web-based and business knowledge has powered MySocialCloud since day one.

Scott studied Architecture at the University of Southern California. Scott hopes that MySocialCloud will be a virtual building – a tool that will give structure and stability to the often chaotic web experience, allowing the truly amazing potential of the internet to flourish more readily. With both MySocialCloud and architecture, Scott is creating a unique experience for the user and a space for interaction. Scott also believes that business should be more than just business, and his relentless determination to give back has infused MySocialCloud since day one.

Charlie Fyffe – The Baking Dreamer



Charlie Fyffe is young entrepreneur from Los Angeles, CA. He developed his first business venture at the age of 15, a gourmet brownie delivery service for family and friends. While studying at UC Berkeley, he launched Charlie's Brownies, a student run baking company on his school campus within the franchise Tully's Coffee. In 2009, Charlie helped develop Artistic Grassroots Latter (AGL), a positive lifestyle clothing brand, serving as the President and Head of Marketing. The message behind AGL is "Follow Your Passion & Success Will Follow You." In 2010, Charlie graduated from the 100 Urban Entrepreneurs Funding and Mentoring Program and successfully launched CharliesBrownies.com upon graduating from college. Aside from working as an entrepreneur, Charlie has spent considerable time giving back to the community through youth motivational speaking on leadership, education, and the importance of financial literacy & entrepreneurship. He has been featured as a guest speaker at the Tupac Shakur Arts & Leadership Camp and the K!dult Youth Leadership Conference in NYC put on by Pharrell Williams. Charlie is known as a "connector" in many business circles passionate about bringing the right people together to catalyze strong relationships and create new opportunities.

Caleb & Jen Wojcik – The Married Dreamers



Jen Wojcik is the founder of Jen Wojcik Photography, a fine art wedding and portrait photography business. With her extensive background in fine art and design she is able to offer her clients a high-end alternative to the “shoot and burn” photographers in her area. Her goal is to re-establish the importance of material images in the forms of prints, canvases, and albums in today’s digital age. She graduated from the University of Washington in 2009 with a degree in Art History, specializing in Italian Renaissance and Baroque. Jen spent time studying art history in Rome, Florence, Orvieto, Naples, Venice, and many other Italian cities. She is passionate about and dedicated to the historical importance images play in our society. She is devoted to leaving behind such a legacy in her photography. Too often, in this day and age, images are left to sit on a computer and not displayed, as they should be. Every image that she delivers to her clients, she considers to be a work of fine art.



Caleb Wojcik is a web entrepreneur and full-time blogger. He is the founder of Pocket Changed, a website and blog that teaches twenty & thirty somethings stuck in unfulfilling careers how to take the first steps towards becoming an entrepreneur. After graduating from Michigan State University in 2007 & 2008 with bachelor’s degrees in both Business & Telecommunications, he worked for Boeing in financial planning. Over the next 3.5 years he completed his MBA at night and left Boeing in September 2011 to work for Think Traffic & Fizzle.co. Through courses and consulting he now teaches aspiring entrepreneurs and bloggers how to build an online platform, grow an audience, and earn a living from it. He strives to show the unemployed and underemployed recent college graduates the alternatives and options in the difficult economy.

CREW

LISA NICOLE BELL – Director/Executive Producer



Social entrepreneur, on air personality and digital media maven Lisa Nicole Bell creatively blends art and commerce to achieve her mission of moving the social and economic progress agendas forward. Working at the intersection of entertainment, technology, and social change, Lisa is the founder and CEO of Inspired Life Media Group where she and her team conceive, develop, produce, and manage a slate of socially relevant digital destinations and multimedia properties. With a passionate interest in leveraging digital media as a platform for social progress, she is the mastermind behind digital brands such as FromHerPen.com and ArtCommerceLife.com. Learn more at www.lisanicolebell.com.

BRIDGETTE WRIGHT – Executive Producer



Bridgette is founder and CEO of S6xth House Entertainment, a film production company located in Los Angeles that specializes in creating thought provoking, highly original films that not only entertain but inspire. She co-produced the domestically and internationally award winning short film CHANGE. CHANGE was distributed by the Canadian Filmmakers Distribution Center and is used as a teaching tool to encourage tolerance and discourage bullying in 365 schools in Los Angeles through its partnership with Frameline.org. Bridgette studied screenwriting and film production at UCLA and is currently writing and developing her own projects. Learn more at www.bridgettewright.com.

GREG MONSON – Director of Photography



Hailing from Boulder, Colorado and raised by a family of scientists, Greg was instilled with an appreciation of the natural world from a young age. But the creative impulse took hold of Greg as a young man, and he decided to pursue a career in the arts, obtaining his bachelor's in fine arts in film and television production from New York University. Through Lost Nomad Media, Greg hopes to merge the two fields of art and science together by creating compelling, innovative, film projects that open a window into the scientific community, and inspire viewers to learn more about the world around them.

MONIQUE O. JOHNSON – Marketing Director



The short version: Monique is an entrepreneur. A multipotentialite. And always curious. Monique is absolutely in love with creating videos in order to market one's business along with creating unique marketing strategies that can be used in connection with social media. She recently launched her own business, MoniqueJohnson.com, where she teaches business owners on how to build a sexy business through online video. This includes what she calls a Virtual Handshake, creating video biz cards, Video Ezines and Video Sales Funnels.

Editor (Docuseries) – Crescendo Ward

Digital Production Assistant – Raven Warren

Director of Photography (Trailer) – Cliff Lee

Editor (Trailer) – Kenny Gilbreath

Production Assistant – Alexandra Ueseche

Strategic Advisor – Nelson Davis

CONTACT

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