

FOR IMMEDIATE RELEASE



Contact:

Jerry Moyer

JEMI, LLC

www.iamreadytofight.com

(610) 468-8225

jermoyer@aol.com

Fans Firing-Up for Inspirational Stories in Upcoming Release of 'FIGHT – The Movie'

Reading, PA – (12-Sep-09) The buzz is spreading rapidly for the premiere and DVD release of [FIGHT – The Movie](http://www.iamreadytofight.com) which shares inspirational real-life stories of 11 everyday people who confront daunting challenges in their lives and choose to fight. The premiere of the movie is scheduled for Tuesday, October 6th at 7:00 p.m. in the **Miller Center For The Arts** on the campus of **Reading Area Community College**. Presale orders for the DVD are available now on the official movie website, www.iamreadytoFIGHT.com.

Most of the characters featured in the movie are from the Berks County, PA region according to **Jerry Moyer**, the movie's writer, director and narrator who explained the meaning of the title, 'FIGHT'.

"To me 'FIGHT' means being willing to do whatever it takes to accomplish your dream," he said. "Being willing – not only to breeze along when things are going well – but to continue on when they don't. As a matter of fact, when things go completely the *opposite* of the way you planned, are you willing to go on then? Anyone who watches this movie is going to know that it's actually possible to go after his or her dreams, not just think about them.

"Most of the people in the movie aren't celebrities and they weren't paid to be in the movie. These are real people who have done some pretty amazing things in their lives by waking up and taking the action to make them happen day after day. While others sat around dreaming, these people have been fighting."

Early endorsements for the movie have come from such notables as **Penn State Football** Head Coach **Joe Paterno** who said, "If you want to be a champion, you need to FIGHT!"

Additional support comes from **Mark Victor Hansen**, co-creator of the #1 New York Times best selling series **Chicken Soup for the Soul**[®], co-author of **Cracking the Millionaire Code**, **The One Minute Millionaire** and **Cash in a Flash**; and author of **Richest Kids in America** who said, "Jerry Moyer was determined to make a great movie and nothing was going to stop him. When he was a member of my 'MEGA INNER CIRCLE', he gave life to his dream. The result... 'FIGHT-The Movie'. Are you ready to make your dream come true? Watch this movie!"

Featured characters in the movie include **Kermit Cintron** who lost both of his parents before he turned 13 and went on to become a world-champion boxer; **Kristy Kowal** who couldn't swim a full lap at age 8 yet fought through and became an Olympic swimmer; former Penn State football player **Adam Taliaffero** who was paralyzed during a game and given only a 3% chance to walk again; **Nat Gallen**, an 11-year-old boy who wakes up daily and fights Cystic Fibrosis; professional golfer **Rick Price** who missed the PGA cut for 19 years; author **Candice Millard** whose newborn daughter was diagnosed with cancer while Candice finished writing her first book; actor and acting coach **Jim Jarrett** who found himself broke and divorced with no reason to go on; U.S. Marine **Chris Kaag** who will never walk again; entrepreneur **Matt Naylor** who couldn't spell 'dog' in the 8th grade; lawyer **Elaine Stanko** who seemingly had everything yet felt unfulfilled; and strength and conditioning coach **Brian Caldwell** whose business had gone bankrupt.

Moyer, 46, is a Reading-area entrepreneur, success coach, realtor, former professional soccer player and college soccer coach who studied business and marketing at Penn State University. He partnered with **Burke Cherrie**, 22, a NYU Film and Television student and owner of Epicoe Pictures production company who coproduced, directed and filmed the movie. Together the pair worked for three years to make their own dream come true in the release of 'FIGHT – The Movie'.

Additional information on 'FIGHT – The Movie', the DVD preorder and the premiere details can be found by visiting www.iamreadytoFIGHT.com or by contacting Jerry Moyer by calling (610) 468-8225 or emailing to jermoyer@aol.com.

###