

For Immediate Release:

Walnut, CA June 13, 2007— Multi-Monde Productions in Canada and American AMP, an advertising, marketing and promotions company in the US, have teamed up to begin a promotions and marketing campaign that brings family and youth organizations together with the Multi-Monde Productions to counter the growing problem with [eating disorders](#) in teens in America. American AMP, an up-and-coming company, played a major role in the success of such [movie blockbusters](#) as Disney/Walden Media's The Chronicles of Narnia: The Lion, The Witch and The Wardrobe, Mel Gibson's [The Passion of the Christ](#), and Universal's United 93. In the music industry, American AMP has been responsible for promoting and marketing hundreds of major and independent label recording artists from various genres, including three Bob Marley CD's and three Marley box-sets for JAD Records International.

American AMP president Rudy Chavarria Jr saw the short film My Friend Ana at the LA Short Film Festival in 2006. "I was blown away by the film, I dated a girl who was anorexic and I was reminded how the illness can blind those who do not recognize the signs or symptoms," Chavarria commented. "I was sitting in the theater trying to figure out what the [movie](#) was all about and then BOOM! It hit me. Right away, I reached out to the Director Laura Turek and we began brain storming on how to make the most of this film's brilliance." added Chavarria.

Director Laura Turek commented on targeting the family and youth organizations in Los Angeles and New York, "We have had some success getting the word out about our film in Canada, but because eating disorders are not an isolated problem, we knew that we needed to spread our message across America." Turek added, "My Friend Ana started as a response to pro-anorexic websites. I couldn't believe that the young women who put up these sites claimed that anorexia is cool and that it is a lifestyle choice." When I was a teenager, I struggled with anorexia and believe me, it isn't cool."

The campaign will run through the summer and carry on to the new school year (September). By utilizing both My Friend Ana websites, Myspace and Youtube, the plan is to connect to all of the young adults who are dealing with eating disorders, or know someone who is. "No one likes to admit to any disorder; especially teens and young adults with eating disorders. Because this is also a taboo subject, we will plant the My Friend Ana seed and watch it grow. Believe me; people will open up when they trust that someone is listening" Chavarria assured.

Turek concluded, "One little film will not change the face of eating disorders, but we hope that we can open the eyes of at least one young woman to the problems of anorexia."

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