



**FOR IMMEDIATE RELEASE**

**CONTACT:** Alexis Westbrook  
VGS Marketing Group  
972-395-9034 (office)  
[aw@vgsmarketing.com](mailto:aw@vgsmarketing.com)

***HAZE MAKES WORLD PREMIERE AT HAMPTONS INTERNATIONAL FILM FESTIVAL  
Documentary Gives Behind-the-Scenes Glimpse at College Drinking Culture in America***

DALLAS, TX—October 8, 2008— *HAZE*, a full-length documentary film examining the college drinking culture in America, including the 2004 death of college freshman Gordie Bailey following a fraternity hazing incident at the University of Colorado, will make its World Premiere at the 16<sup>th</sup> Annual Hamptons International Film Festival in East Hampton, New York. Screenings will be held on Thursday, October 16, at 7 p.m. and Friday, October 17, at 9 p.m. at United Artists Cinema 3 (30 Main Street in East Hampton, NY, 11937). Tickets are \$15 each and can be purchased by visiting the Hamptons International Film Festival Web site at [www.hamptonsfilmfest.org](http://www.hamptonsfilmfest.org) or by calling the Box Office at 1-866-329-6877.

Directed by Pete Schuermann and produced by *Watt Imagination!* and Leslie and Michael Lanahan, parents of Gordie Bailey and founders of The Gordie Foundation, *HAZE* sheds light on the severity of college binge drinking and hazing through graphic images filmed at campus parties, during emergency medical calls, and from police files, including details on the circumstances surrounding the death of Gordie Bailey.

*HAZE* includes an introduction by Robin Wright Penn, actress and national spokesperson for The Gordie Foundation, as well as interviews with national experts on the subject of alcohol abuse on college campuses. Experts in the film include: Joseph Califano Jr., former U.S. Secretary of Health, Education and Welfare and Founder/Chairman of the National Center on Addiction and Substance Abuse at Columbia University; T.J. Sullivan, CEO of CampusSpeak; Rick Barnes of the North American Interfraternity Council; Barry Seaman, former *TIME* magazine reporter and author of *Binge: Excess in the Age of Disconnection*; and Dr. Henry Wechsler, College Alcohol Study, Harvard School of Public Health.

(more)

"We want to use the film to prevent other tragic deaths like Gordie's and wake our leaders up to the severity of this national health crisis," said Michael Lanahan, executive producer of *HAZE*. "We hope that the documentary will empower students, parents, administrators, and legislators to make the necessary changes to create a safer environment on high school and college campuses in this country."

The Gordie Foundation, a nonprofit organization founded in memory of Gordie Bailey, has presented campus screenings of *HAZE* across the country over the last several months. A few of the campuses that are hosting screenings of the film include: Southern Methodist University, University of Colorado at Boulder, Texas Christian University, University of California at Berkeley, University of Maryland, Colorado College, University of Texas, University of Virginia, Union College, and Salve Regina University.

The Gordie Foundation has worked with staff and students at these screenings to register new members for the foundation's Circle of Trust program; a peer-to-peer advocacy program created by The Gordie Foundation to educate students about alcohol and hazing, spread Gordie Bailey's story, and help promote healthy norms on college campuses. There are currently more than 100 Circle of Trust chapters on campuses across the country.

Each year, alcohol misuse claims the lives of more than 1,700 college students across the U.S. and is responsible for thousands of injuries. The Gordie Foundation was created in 2004 to provide today's youth with the skills to navigate the dangers of alcohol, binge drinking, peer pressure, and hazing. Through outreach initiatives, strategic partnerships and educational programs, the foundation strives to create a safer campus environment for high school and college students.

For more information on *HAZE*, please call The Gordie Foundation at 214-823-0235, email [contactus@gordie.org](mailto:contactus@gordie.org), or visit the Web site at [www.gordie.org](http://www.gordie.org). For more information on the Hamptons International Film Festival, please visit the Web site at [www.hamptonsfilmfest.org](http://www.hamptonsfilmfest.org).

# # #

The Gordie Foundation is a 501 (c) (3) nonprofit organization providing today's young people with the skills to navigate the dangers of alcohol, binge drinking, peer pressure, and hazing. Since its inception, the foundation has established more than 100 Circle of Trust Chapters on college and university campuses across the country. These peer-to-peer advocacy groups help promote change by spreading Gordie's story, establishing dialogue to encourage responsible alcohol use, educating about the dangers of peer pressure, hazing, and alcohol poisoning, and empowering youth to call for help in situations when they could potentially save the life of a friend. Other outreach initiatives of the foundation include National GORDIEday, GORDIEgolf Tournament, *HAZE* the movie, speaking engagements, and partnerships with like-minded organizations including Outside the Classroom, The Center for Addiction and Substance Abuse at Columbia University, the Center for Alcohol and Substance Abuse Education, the Presidential Leadership Award, and the University of Maine's National Study of Student Hazing. Robin Wright Penn is the national spokesperson for The Gordie Foundation. The Gordie Foundation is located at 2715 Swiss Avenue Dallas, TX 75204. Phone: (214) 823-0235, Fax: (214) 823-0236, Email: [contactus@gordie.org](mailto:contactus@gordie.org). For more information, please visit the Web site at [www.gordie.org](http://www.gordie.org).