

FOR IMMEDIATE RELEASE

Contact: David Serafine, Producer serafinedavid@gmail.com 512.571.0418
Brian Long, Producer brianlong.blong@gmail.com 646.300.5859

Narrative Feature Film “Before The Ashes Fall” in Development at Cardinal Flix

Award-winning writer/director, Sarah T. Schwab (*Life After You*, “A” *My Name Is*), will helm the upcoming movie, *Before The Ashes Fall*, based on the book by David Serafine.

“Before The Ashes Fall” is a race toward redemption from Alzheimer’s and the ultimate forgiveness of a father before time runs out. The story centers on three main characters. **Richard**, a high school history teacher battling early-onset dementia, desperately clings to threads which once made him whole. **Cafferty**, an attorney-turned-Memory Care Advocate, wishes to offer “dignified care” unlike the experience during his mom’s plight against Dementia. **Danny**, Richard’s estranged father, is a cantankerous and terminally ill veteran who hasn’t found a reason to live until fate reunites him with the son he abandoned decades prior. Their journeys’ intersect as Dementia, the ultimate puppeteer, orchestrates a *Danse Macabre* with a brutal flair. Can they overcome?

Casting and location scouting will begin in September, with the film scheduled to be shot in January 2022 in Buffalo, NY. The film is expected to be released in theaters in 2023.

The Producers will engage in practices and programs that will have a tangible and socially transformative impact on raising the awareness of all forms of Dementia and to the community in general. The programs include:

- During public and private screenings of the film, we will host panels and talkbacks, partnering with some of the leading local and national individuals and institutions focused on the education, prevention and research of Dementia, including *Alzheimer’s Association*, *National Institute of Neurological Disorders*, *Alzheimer’s Association of America*, and the *Institute On Aging*. Our panelists and moderators will be diverse so that **all groups will be represented** in discussions.
- During the shooting of the film, we will select a number of dementia patients and corresponding caretakers to play extras. Individuals will be selected based on consultation with physicians from Western New York hospitals and care-giving facilities. We will record live footage of dementia patients with loved ones to play during the end credits. Artwork created by dementia patients will be used as part of the the set dressing and production design for the film.
- Other programs include our Mentor Program and Women Director Program, where we will identify and select several diverse, early-career women filmmakers and young “in need” adults to receive an all-day, two-day visit to the shoot location with all access. As with all Cardinal Flix productions, **gender equity and ethnic/racial diversity** is an integral part of assembling the cast and crew for the production.

ABOUT THE DISEASE

An estimated **5.8 million Americans of all ages** are living with Alzheimer’s dementia in 2020. Dementia is a general term for loss of memory, language, problem-solving and other thinking abilities that interfere with daily life. While Alzheimer’s is the most common cause of dementia, there are other forms including Parkinson’s, Down Syndrome, and CTE (to name a few). By 2050, the number of people

aged 65+ with Alzheimer's dementia is projected to grow to **13.8 million**, barring the development of medical breakthroughs to prevent, slow or cure the disease.

Almost two-thirds of Americans with Alzheimer's are women. Black Americans are about twice as likely to have dementia as White Americans. Latino Americans are about one and one-half times as likely to have dementia as White Americans.

For those interested in this project, support can be achieved through one of three methods:

Donation – Before The Ashes Fall, LLC is fiscally sponsored through The Film Collaborative. All donations are tax-deductible.

Sponsorship – As the film is shown in theaters, on streaming services, and at colleges and high schools, Sponsors will have the opportunity for a global audience.

Investment – An additional investment deck is available upon request.