



PRESS KIT

Rock Bottom and Back™ shares personal stories of hope—from desperation to inspiration—about people from all walks of life, from celebrities to ordinary people, who overcame insurmountable adversities and now give back to others in amazing ways.

BOOK / DVD / SPEAKERS BUREAU

**Let Rock Bottom and Back™ guide you to a happy, healthy life.
Learn how others overcame:**

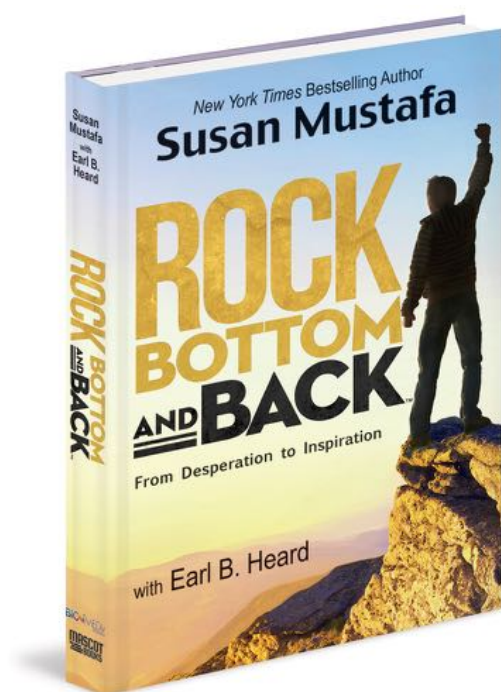
- Homelessness
- Loss of a loved one
- Trauma
- PTSD
- Suicidal Tendencies
- Depression
- Childhood Sexual Abuse
- Financial Ruin
- Alcoholism
- Drug Addiction
- Gambling Addiction
- Sex Addiction
- Prostitution
- Sexual Slavery
- Incarceration

BIC Media Solutions, a Louisiana-based faith and family inspired media company, has created a self-help book, an inspirational pilot episode for a television docu-series, and a motivational speakers bureau utilizing the Rock Bottom and Back™ concept.

“Rock Bottom and Back™ is my effort to provide inspiration, faith, and hope through real-life experiences of people who have gone from successful lives to the bottom of the barrel and back again. This compilation and its companion DVD can serve as a roadmap for anyone who is suffering with addiction or living in despair due to trauma or loss. The message is clear: Hope is just a prayer away. Help is available. All you have to do is reach out your hand. And when you get back on top of the mountain, remember how you got there and reach out your hand to someone else. Let’s help change the world together.”

*Blessings,
Earl B. Heard, CEO of BIC Media Solutions*

ABOUT THE BOOK



Rock Bottom and Back™—From Desperation to Inspiration depicts the incredible lives of twenty-two people who hit rock bottom and then came back from profound despair to help others in extraordinary ways. Written by *New York Times* bestselling author Susan Mustafa, with Earl B. Heard, *Rock Bottom and Back™* exemplifies the trials that many of us experience on our journey through life.

Featuring celebrities as well as ordinary people, *Rock Bottom and Back™* reveals the tragedy of reaching bottom through loss, trauma, alcoholism, and drug, sex, and gambling addictions. This compilation provides inspiration and hope by illustrating that recovery and success are possible through living in service to others.

RELEASE DATE –September 6, 2016

Featuring



Bea Aikens



Bobby Smith



Tonja Myles



*Jerry
Strickland*



*Whitney
Strickland*



*Deena
Burnett
Bailey*



*Termite
Watkins*



Mark Laaser



*David
Bottner*



Billy Rivers



George Mills



*Stanley
Roberts*

Plus 10 additional stories...

ABOUT THE AUTHORS



Susan Mustafa is an award-winning journalist and coauthor of the *New York Times* Best Seller, *The Most Dangerous Animal of All: Searching For My Father and Finding the Zodiac Killer*, written with Gary L. Stewart. She also coauthored *Dismembered, the true story of serial killer Sean Vincent Gillis*, written with Sue Israel; and *Blood Bath* about the life and crimes of serial killer Derrick Todd Lee, written with Special Prosecutor Tony Clayton and Sue Israel. Susan has been featured on numerous television programs aired on Discovery, Investigation Discovery, Discovery Canada, Lifetime, and National Geographic.



Earl B. Heard is the founder and CEO of Business and Industry Communications (BIC) Alliance, which includes BIC Media Solutions (BMS) — a custom publishing, event planning, and media investment company. He is also the publisher of *BIC Magazine*, the Western Hemisphere's largest multi-industry energy publication. In addition to *Rock Bottom and Back™*, Earl has published six books through BMS: *It's What We Do Together That Counts*, *Energy Entrepreneurs*, *Industry Achievers*, *Earl's Pearls*, *Michael Learns to Listen*, and *Louisiana Sports Legends and Heroes—Leaving A Legacy*. In 2014, BMS expanded its media investments into coproducing and marketing inspirational, faith-based films, including *A Gift Horse* (2015), starring John Schneider; and developing the *Rock Bottom and Back™* television series (2016).



Specs:

240 pages

Hardback ISBN-13: 978-1-63177-454-6

Paperback ISBN-13: 978-1-63177-924-4

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Available in hardcover, softcover, digital

Available in bookstores and online at www.rockbottomandback.com and www.amazon.com

REVIEWS

"Rock Bottom and Back™ is a superbly written compilation that brings the reader face-to-face with nearly every form of addiction, destructive lifestyle, and bad decision that drags people down into the pit of despair. But that isn't where the stories stop. We get to read how, through God's grace, lives are restored and ultimately blessed. Everyone can relate to this book and glean inspiration from it."—Mike Chaffin, Bible Ministry chairman and member of the board of directors of the Oilfield Christian Fellowship, and operations manager for Valence Operating Company

"Rock Bottom and Back™ should be a game changer for those fighting addictions that destroy their lives and the lives of their family members. There were times when I literally found it impossible to stop reading. This is one of those timeless books that will inspire people for decades to come. Readers will want to share Rock Bottom and Back with anyone they know who may be struggling through life."—David M. Starkey, director, Empire Scaffold

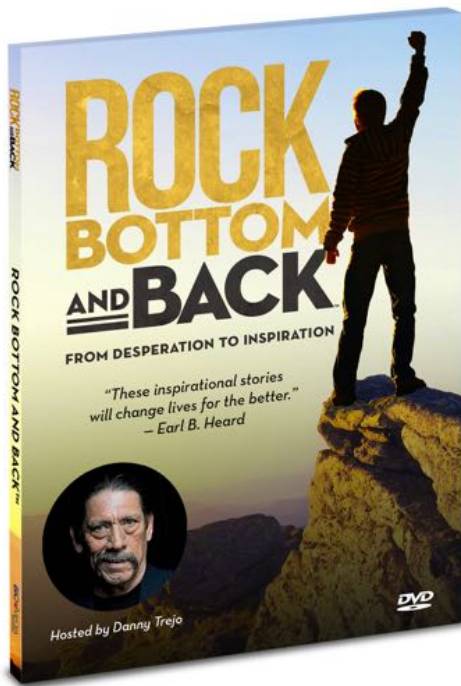
"This book proves that rock bottom can be the foundation upon which to put one's life back in order – and be a source of inspiration to others. Every heartfelt story will grab you and not let you go. Each demonstrates that when you emerge wiser and stronger from setbacks you are, ever after, secure in your ability to survive." —Brian Jud, Executive Director of the Association of Publishers for Special Sales and author of How to Make Real Money Selling Books

"I really enjoyed Rock Bottom and Back™. The writing style is excellent. The individual stories truly offer examples of our own humanity. They show that any of us can fall, and we are not alone. God will take our hand and bring us back home. These stories are as old as the Bible, but they are worth retelling and reminding us that we are only human and that the forgiveness and love of Jesus will make us whole. Great job!"—Dr. John McClelland, cardiologist

"I loved Rock Bottom and Back™. The stories are so inspirational, and I have to confess that after reading each one, I cried. I think this book will be such a blessing to so many people. I enjoyed each story and seeing how, even in the worst situations, God is still there and can still turn people's lives around."—Julie Todd, junior high school teacher, League City, Texas

"Rock Bottom and Back™ is a must read for anyone who has experienced the tragedy of addiction, a nationwide plague that afflicts almost every family in today's troubled times. Fortunately, there are those who, through courage and newborn faith, have pulled themselves out of destructive lifestyles to become productive members of society. There is hope, and Rock Bottom and Back™ provides it through the heartrending stories of men and women who have risen. It's captivating and uplifting."—Richard D. White Jr., noted biographer and dean of LSU's E. J. Ourso College of Business

ABOUT THE DOCU-SERIES



Rock Bottom and Back™ docu-series, hosted by Danny Trejo, chronicles the personal journeys of people from all walks of life, celebrities to ordinary people, who overcame insurmountable adversities and now give back to others in amazing ways. Their stories are heartfelt, authentic, real, and inspirational.

Everyone loves a good redemption story. It's difficult not to draw inspiration from people who have sunk to the lowest depths imaginable—through business failures, incarcerations, drug or alcohol dependencies, illnesses, or other hardships—and then found their way to success through using their experiences to help others.

This docu-series travels back in time with those who have hit rock bottom to recount their personal and often painful stories of desperation. Watch how they navigate their way back from rock

bottom to successful lives through forming charitable organizations, ministries, and mentoring programs, and how they became inspirations through their compassion for others.

PILOT EPISODE:

BIC Media Solutions teamed up with the New Orleans Mission, a homeless shelter that serves the New Orleans area, to create the pilot episode of the television docu-series. Newly launched Mission Media Productions helps veterans and homeless individuals learn a profession in film and television production. The television docu-series *Rock Bottom and Back™* is currently in development.

View the trailer/sizzle reel:

www.vimeo.com/bicmediasolutions/rockbottomandback
<https://www.youtube.com/watch?v=rDa1qi3reOI>

BUY THE DVD / WATCH INSTANTLY at www.rockbottomandback.com

By Request—digital link to pilot episode (41 minutes)

Featured stories in the pilot episode include:

- Stanley Roberts: Banned NBA star rebounds to help kids
- Billy Rivers: Prison leads hardened biker to ministry
- Tonja Myles: From the crack house to the White House
- Jerry Strickland: Breaking the cycle of addiction
- Whitney Strickland: Crash and burn—the long road to redemption
- David Bottner: Entrepreneur on a mission for the homeless

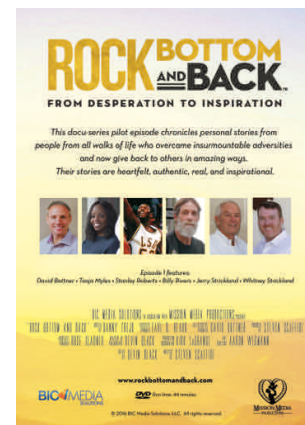


About the host: Danny Trejo has developed a prolific career in the entertainment industry. His road to success has been hard earned and is anything but typical. From imprisonment to helping young people battle drug addiction, from acting to producing, Trejo's name, face, and achievements are well recognized in Hollywood. Best known for his role in *Machete*, Danny got his start in films by visiting the set of *Runaway Train* to offer support to a man he was counseling. He was asked to join the cast and played the role of a convict and boxer. Despite Danny's impressive list of credits, it is his continuous roles as a devoted father of three and an intervention counselor that bring him the most satisfaction.

About the Production:

BIC MEDIA SOLUTIONS in association with **MISSION MEDIA PRODUCTIONS** presents **ROCK BOTTOM AND BACK™**

Hosted by Danny Trejo; Executive Producer Earl B. Heard; Co-Executive Producer David Bottner; Produced by Steven Scaffidi; Associate Producer Rose Gladner; Director of Photography Devin Black; Production Coordinator Kirk LaGrange; Production Assistant Aaron Wegmann; Edited by Devin Black; Directed by Steven Scaffidi



A Message from the Executive Producer

I have always had a passion for training and helping those who are starting out and starting over, and I couldn't envision better partners for this project than those who are on their way back up from rock bottom. David Bottner, executive director of the New Orleans Mission, who is featured in the book and DVD, introduced us to Steven Scaffidi, director of Mission Media Productions, who oversaw the project. Through working with David and Steven, we met Devin Black, Aaron Wegmann, Kirk LaGrange, and James Huse, residents of the shelter who were instrumental in the filming, film editing, art direction, and sound engineering for the DVD.

Earl B. Heard, Executive Producer

A HELPFUL RESOURCE

A kind word and a helping hand can save a life. Everyone experiences rock bottom moments in one form or another. These stories can be shared with others who may be experiencing difficulties in their lives.

You are not alone. Don't give up hope. Help is available.

For Rock Bottom and Back partner organizations, please visit our website,
<http://www.rockbottomandback.com/resources>

Let others learn from your experiences. We invite you to Share your Story.
<http://www.rockbottomandback.com/stories/share-your-story/>

Media Inquiries:

Tracy Balsz/IndieMarketing 323.428.9075 tracy@indiemarketing.com

Rose Gladner/BIC Media Solutions 800.460.4242 rose@bicalliance.com

Visit the official website: www.rockbottomandback.com

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Hashtag: #rockbottomandback

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