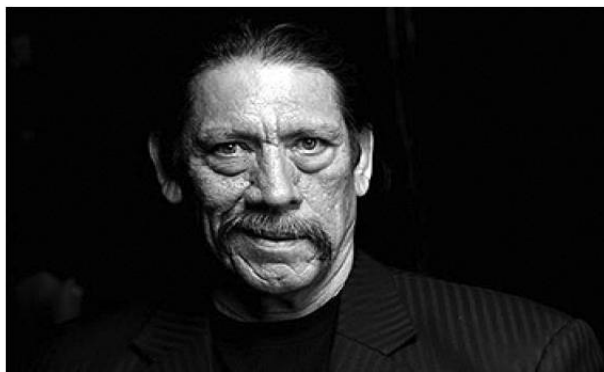


# Valley Hometown hero, Danny Trejo hosts ROCK BOTTOM AND BACK docu-series

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, led by David Bottner, Founder of the New Orleans Mission, and producer/director Steve Scaffidi, help veterans and homeless individuals learn a profession in film and television production. Homeless individuals were paid and given a role and a title in the production of this project. Credits include Director of Photography Devin Black; Production Coordinator Kirk LaGrange; Production Assistant Aaron Wegmann; and Edited by Devin Black. The results are incredible.

The television docu-series Rock Bottom and Back™ is currently in development and in negotiations with several networks and platforms for its broadcast debut. The pilot episode is available for streaming or download from the website [www.rockbottomandback.com](http://www.rockbottomandback.com).

When looking for a host, the top of the list was Danny Trejo. 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 near his home in the San Fernando Valley that bring him the most satisfaction.

"I love playing the bad guy in movies, because the bad guy always dies. That's the real world. If someone asked me to play a bad guy that always gets away with it, I'd pass. That's the very message I preach to youths who are in crisis and in trouble... the bad guy always loses and the good guy always wins. It's the one thing movies and real life see eye-to-eye on." — Actor/Producer

-Danny Trejo

The book Rock Bottom and Back™—From Desperation to Inspiration depicts the incredible lives of people who hit rock bottom and then came back from profound despair to help others in extraordinary ways and 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 home-

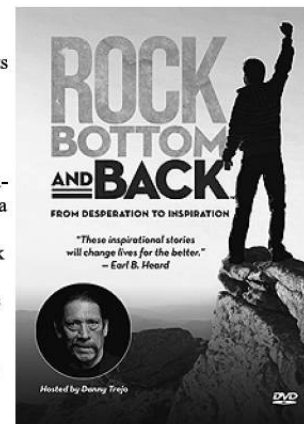
lessness, trauma, alcoholism, drug addiction, gambling, sex addition, prostitution, sexual slavery, incarceration, PTSD, Suicidal tendencies, depression, financial ruin and loss of a loved one. This compilation provides inspiration and hope by illustrating that recovery and success are possible through living in service to others. These stories are uplifting, motivational, inspirational, and a guiding light to the phrase "Never Give Up."

The Rock Bottom and Back heroes who share their stories 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
  - Danny Trejo – from Death Row to Hollywood actor
- And many more.

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. For a list of charitable groups, organizations, and support groups to find a helping hand visit the resources tab on the Rock Bottom and Back website at <http://www.rockbottomandback.com/help/>.

You can watch the trailer, stream the pilot episode, and buy the book by visiting [www.rockbottomandback.com](http://www.rockbottomandback.com).



## Earl B. Heard, co-author and creator of Rock Bottom and Back

Louisiana-based faith and family inspired media company, BIC Media Solutions, is releasing a self-help book, an inspirational television docu-series starring San Fernando Valley's hometown hero

Danny Trejo, and a motivational speaker's bureau created to share stories of hope, from desperation to inspiration. "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 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," remarks Earl B. Heard, co-author and creator of the Rock Bottom and Back brand.

The inspirational book, which hits bookstores September 6, is written by New York Times bestselling author Susan Mustafa, and includes 22 stories, from people from all walks of life, celebrities to ordinary folks, who overcame insurmountable adversities and now give back to others in amazing ways.

