



NEWS RELEASE (with photos)
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***My Million Dollar Mom* an Official Selection for New Hope Film Festival**

Film Festival Runs From July 19-28

(PHILADELPHIA) *My Million Dollar Mom*, a film shot in the Philadelphia area and based on Ross Schriftman's book by the same name, has been accepted to screen at the New Hope Film Festival (<https://newhopefilmfestival.com>) which runs July 19-28, 2019.

"It is an honor to be accepted as an official selection for the New Hope Film Festival. *My Million Dollar Mom* has been a labor of love, since it honors my mom, Shirley, a dynamic woman who died from Alzheimer's, a form of dementia," said Schriftman. "I am so grateful to our wonderful cast, crew, production and marketing teams and supporters for making this film possible."

The film, directed by Kevin Hackenberg, stars veteran film and television actors Pete Postiglione and Susan Moses and was inspired by real events in Schriftman's life. Moses portrays an aging mom diagnosed with Alzheimer's and Postiglione portrays her son Ross, who steps forward to

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care for her. At the same time, he is offered a last-chance opportunity to run for Congress. He must decide between his life-long dream and his mom's wishes to remain in her home under his care. The life lesson of caring for one another through Tikkun Olam (the Hebrew expression for repairing the world) is the theme of the film. For information about the film, visit www.mymilliondollarmom.com.

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About My Million Dollar Mom

Based on the book of the same name by Ross Schriftman, *My Million Dollar Mom* is a film about a loving mother who is diagnosed with Alzheimer's and the devoted son who steps forward to care for her.

Schriftman's production company is partnering with the Dementia Society of America in an effort to promote awareness and encourage people to plan for the possibility of needing long term care services. Schriftman screens the film in the Philadelphia area and holds discussions with audiences about the issues surrounding Alzheimer's and other forms of dementia. Schriftman's ultimate goal is to release the film to a worldwide audience.

This film is directed by Kevin Hackenberg, who began his career working on the M. Night Shyamalan films *The Sixth Sense* and *Unbreakable*. He went on to establish the production company Get-Kinetic in 2003 in Philadelphia, where he and his staff create visual content for clients as varied as Temple University and NBC10 in Philadelphia.

For information about the film visit www.mymilliondollarmom.com, www.facebook.com/mymilliondollarmom or contact Ross Schriftman at mymilliondollarmom@gmail.com.

About the New Hope Film Festival

The New Hope Film Festival was established in 2009 by a group of local artists and entrepreneurs as a way to discover and nurture independent filmmakers from both the U.S. and other countries. The film festival vetting process does not include personal pitches, invitations nor do they offer fee waivers. Films are treated equally which starts with electronic submissions via Withoutabox (<https://www.withoutabox.com>). To learn more, visit <https://newhopefilmfestival.com/about/>.

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Editor's Notes:

Photo Captions (courtesy of My Million Dollar Mom):

1. My Million Dollar Mom Poster (Courtesy of My Million Dollar Mom)

My Million Dollar Mom, a film shot in the Philadelphia area and based on Ross Schriftman's book by the same name, has been accepted into the New Hope Film Festival which will take place from July 19-28, 2019.

2. Pete and Susan as Ross and Shirley (Courtesy of My Million Dollar Mom)

Pete Postiglione, portraying Ross Schriftman and Susan Moses portraying Shirley Schriftman, in *My Million Dollar Mom*, a film that addresses the issue of a mother's growing dementia condition and the son who must make a difficult decision between career and family.

3. MMDM Cast and Crew 3 (Courtesy of My Million Dollar Mom)

Actors Currie Graham, Chris Mann and Pete Postiglione pose during the filming of *My Million Dollar Mom* with Ross Schriftman, Screenwriter, Kevin Hackenberg, Director and Joe Herrigan, Director of Photography.