



## 108 MEDIA LAUNCHES NEW SPECIALITY FILM LABEL **108 BELIEVE**

*108 Believe Will Release Inspirational, Thought-Provoking Narrative and Documentary Films Exploring Social Issues*

*Acclaimed Documentary THE BOY FROM GEITA, Opening October 16, Marks the Label's Inaugural Title*

Toronto, Canada – October 7, 2015 – 108 Media today announced the launch of 108 Believe, a new specialty film label which will distribute socially conscious and inspirational films across traditional and new media platforms worldwide. The label launches its inaugural title with the October 16 release of the acclaimed documentary THE BOY FROM GEITA, which will have a special screening at the United Nations headquarters in New York City on October 15. The announcement was made today by 108 Media founder and CEO Abhi Rastogi.

By increasing exposure and distribution venues for important, thought-provoking titles, 108 Believe aims to inspire young minds and invade hearts and homes around the world. The label will partner with the world's leading advocacy organizations to raise awareness and create relevant calls to action tailored to the issues explored in individual titles. 108 Believe titles will encompass a wide range of heart-warming, uplifting stories that inspire action across all demographics.

"108 Media has always championed intelligent, inspirational films that explore today's most important social issues, including religion, politics and world affairs," commented 108 Media founder and CEO Abhi Rastogi. "With the creation of 108 Believe, we hope to build a brand synonymous with high-quality films that can inspire audiences to action while also remaining entertaining and enjoyable."

108 Believe's inaugural title THE BOY FROM GEITA will be released theatrically and digitally on October 16. Directed by Vic Sarin (*A Shine of Rainbows, Partition*), THE BOY FROM GEITA is a film about human courage and part of a growing global effort to break down the stigma and deadly misconceptions surrounding albinism in Africa. The film documents the experience of Adam, a twelve-year-old Tanzanian boy with albinism, and his unlikely friendship with Canadian businessman Peter Ash, a kindred spirit who also has albinism. The film had its World Premiere at the 2014 Hot Docs Film Festival.

The advocacy campaign for THE BOY FROM GEITA will be highlighted by a special screening at the United Nations headquarters in New York City on October 15. Sponsored by UNICEF Unite For Children, the United Nations Office of the High Commission, the Canadian Mission, the Israeli Mission and the Permanent Mission of Canada to the UN, the event will be hosted by Shaun Ross, the first professional male model with albinism. Filmmaker Vic Sarin and THE BOY FROM GEITA subject Peter Ash, founder of Under the Same Sun, a charitable

organization that promotes the well-being of persons with albinism via education and advocacy, will also be in attendance.

About 108 Believe

108 Believe is a label specifically designed to make noise for very unique stories; the type of stories that transcend age groups and cultural demographics, stories that uplift and inspire. By increasing the exposure to each individual film demographic and accessing the brand's trusted audience 108 has developed a super-power which grants the ability to inspire young minds, and invade hearts and homes worldwide.

**About 108 Media**

108 Media is a unique, vertically integrated and diversified next generation content distribution company, founded by CEO Abhi Rastogi. Through the worldwide sales, distribution, creation, and ownership of entertainment content, 108 Media is positioned to offer custom built solutions for each individual project. 108 Media provides clients with content that entertains and provokes conversation among audiences across the globe.

- [www.108mediacorp.com](http://www.108mediacorp.com) -

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