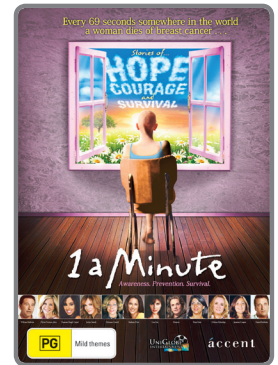


accent

For immediate release



Thursday August 4, 2011 – Accent Film is pleased to announce the acquisition and launch of **1 a Minute**, a powerful new documentary incorporating tales of survival and personal testimonies from people whose lives have been affected by cancer. Named for the alarming mortality rate in which one woman around the world loses their battle with breast cancer every 69 seconds, **1 a Minute** tackles this frightening epidemic head-on by providing a uniquely compassionate and heartfelt insight into the various approaches we can use when dealing with diagnosis in order to, ultimately, combat this disease. In Australia 14,000 women and 100 men are diagnosed with breast cancer each year.

Not before has a documentary been mounted on this scale by which it proactively engages at once with patients and medical practitioners in order to raise awareness to a significant health issue that confronts and afflicts many of us. Directed by Namrata Singh Gujral, herself a cancer survivor, **1 a Minute** brings together myriad survivors united here in an unprecedented stance. The collective objective: let's stop the clock.

1 a Minute will be available to buy and rent September 23. Accent Film will be supporting the release with a national marketing campaign in the lead up to National Breast Cancer Awareness Month in October. The strategic campaign encompasses various online and print media partners, retail outlets, women's national health clinics and cancer centres, institutes and select sponsorship partners. Counterstands have been specifically designed for participating retail partners.

The Olivia Newton-John Cancer and Wellness Centre will provide patients with a world-class facility that brings together all aspects of a person's cancer care under one roof. Patients will have access to outstanding clinical care, the latest in cancer clinical trials as well as a range of complementary wellness programs designed to support patients in every stage of their cancer journey.

Narrated by Kelly McGillis, the documentary also features Olivia Newton-John, Jaclyn Smith, William and Daniel Baldwin, Deepak Chopra, Diahann Carroll and Melissa Etheridge who said of the film, "**1 a Minute** is a must watch for all women. It is a powerful and important film that is as inspirational as it is thought provoking." She adds, "I am proud to be a part of it."

"We are proud to release this moving documentary on breast cancer survivors," said Accent General Manager George Papadopoulos, "as well as supporting the Olivia Newton-John Cancer and Wellness Centre by donating a portion of the proceeds."

Olivia Newton-John, Melissa Etheridge and Namrata Singh Gujral will be available for limited interviews. To make an enquiry please contact George Papadopoulos: george@accentfilm.com



William Baldwin Olivia Newton-John Namrata Singh Gujral Jaclyn Smith Diahann Carroll Barbara Mori Lisa Ray Mumtaz Priya Dutt Melissa Etheridge Jasmine Cooper Daniel Baldwin