



News Release

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Contact:

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Ticci Man Project Bringing 100s of Hollywood Celebrities Together For Native America

HOLLYWOOD, CA - May 14, 2009

An innovative nonprofit project is seeking to help end what it claims has been over 100 years of endemic racism and prejudice against Native Americans in Hollywood. Known as the Ticci Man Project (TMP), the ambitious project could be one for the history books in both Hollywood and the world, if successful.

Among the group's claims are:

- Over 4,000 films depict racist or stereotype images of Indians while only a tiny percentage do not.
- There has never been a modern day Native American hero portrayed by a Native American in a major film or mainstream television series.
- The vast majority of Native talent is typecast and often denied access.
- Hollywood offers few opportunities for Native Americans to work either behind the scenes or on camera, and the list of ailments goes on, they suggest.

Rather than dwelling on negative issues of blame, the group is taking a positive, proactive approach toward redeeming Hollywood and ensuring both equality and access to Native people. At last count, TMP has invited over 250 of Hollywood's top celebrities to join the TMP Celebrity Family toward industry solidarity and support for the project. The goal is to focus the world's eye on celebrating Native people and cultures, thus opening up opportunities for them in the news and entertainment industry.

"The industry as a whole made this mess and its up to all of us to clean it up by first showing we care," said Zelan Bonn, project director pro tem for Kon Ticci International and Imajilan Pictures's™ producer.

Major components of the project are forwarded as follows:

- Star studded red carpet charity event in Hollywood: "Celebrity Festival For Native America."
- Aid to Native American cultural centers and museums.
- A media and film scholarship program for Native Americans to increase industry access.
- A traveling learning center and store to promote Native American culture, arts, crafts, and more.
- The first ever major motion picture and television series featuring an Indian hero portrayed by a Native American to be aired in an estimated 200 million homes around the world with a portion of all commercial proceeds benefiting the nonprofit project.

"Our goal is to shed light on otherwise emasculated NA cultures and people to bring us all closer through greater understanding that ensures equality and respect for all," said Bonn. "To do that, we must shed light on 100 years of Hollywood racism and discrimination through a high profile, positively-charged processes

toward paving respect for future generations of Native people while we all have fun redeeming the industry we all love—it's all done in the spirit of humanity and positive transformation,” he said.

The project is also breaking new ground by offering behind the scenes information and news updates on Twitter, which is highly unusual for an industry filled with highly secretive film producers.

Learn more about this nonprofit project at www.ticciman.com / www.konticci.org / www.twitter/ticciman

Company Information

Kon Ticci International™ is start-up nonprofit created for the purposes of administrating the Ticci Man Project™ and is currently managed by Imajilan™. Originally founded as Firelight Films on the Fox Studios Baja lot, Imajilan™ recently reopened under its new name and is headed by Zelan Bonn, MBA with key advisors Harry Heeks and David Skinner who have a combined 75 years of film and television industry experience. The company is located in San Diego and Palm Springs but intends offices in LA later this year.