



FOR IMMEDIATE RELEASE
August 9, 2012

**PBS International Acquires Global Distribution Rights of Inspirational
“TRIAL BY FIRE: Lives Re-Forged”**

Deal Announced During World Premiere, Oscar® Qualifying “DocuWeeks” Showcase

PBS International, the leading distributor of exceptional documentary television around the world, has acquired the global broadcast rights to the new documentary film, **“TRIAL BY FIRE: Lives Re-Forged.”** The film, which celebrates the strength and courage of burn survivors features U.S. veteran and *Dancing with the Stars* champion, **J.R. Martinez**, among others. It has received early critical acclaim for the powerful stories of burn survivors who have risen above their injuries to discover unexpected insights and a transformed worldview, allowing them to reclaim their lives, and their dreams. **“TRIAL BY FIRE: Lives Re-Forged”** is currently in a world premiere theatrical run in New York City and Los Angeles as part of the International Documentary Associations’ **DocuWeeks Theatrical Showcase**, which chooses a handful of “outstanding new documentaries from around the world to help qualify for Academy Awards® consideration.”

“PBS International is extremely pleased to offer ‘**TRIAL BY FIRE: Lives Re-Forged**’ to global television buyers”, says PBS International VP, Tom Koch. “The film offers a poignant and inspirational look into the positive outcomes of burn survivors. This is truly an important film.”

PBS International, widely recognized for bringing high-quality documentary, lifestyle, and children’s programming to the international marketplace, is the worldwide co-production and distribution division of PBS Distribution. PBS International licenses independently-produced programs from such award-winning producers as Alex Gibney, Jon Else, David Grubin, Ken Burns, Anne Makepeace, NOVA, FRONTLINE and AMERICAN EXPERIENCE, among others.

“We’re thrilled to have the support and prestige of a world-class distribution partner to help us share the stories of these amazing survivors across the globe”, says Bill Harris, Executive Producer of **“TRIAL BY FIRE: Lives Re-Forged”**. “Their courage and determination to redefine

their lives following incredible adversity, is universally inspirational. And, in a world that often prizes beauty over character, these stories celebrate the strength of the human spirit.”

“**TRIAL BY FIRE: Lives Re-Forged**”, also honors the firefighters, first responders, doctors and nurses who assist burn survivors in their recovery. The filmmakers have launched an educational and community outreach effort promoting burn awareness and fire safety, including a “Detector in Every Home” campaign, which distributes free smoke detectors through local fire departments. The film is a non-profit, 501(c)(3) production, endorsed and supported by various firefighting, medical and burn community organizations, including the Phoenix Society, Shriners Burn Hospitals, First Alert, Firefighters Burn Institute and a growing number of Fire Chiefs Associations across the country.

When you forge metal with fire, it becomes stronger.

The same is true of the human spirit.

TRIAL BY FIRE: Lives Re-Forged

For more information, broadcast clips and U.S. Distribution inquiries - or to schedule an interview, please contact:

Bill Harris, Executive Producer

(203) 210-5295 | harris.bill@yahoo.com

Website: <http://www.TrialByFireDoc.org>

Preview Screening: <https://vimeo.com/45836937>

Original Song “Hope Lies Inside”: <https://vimeo.com/42229310>

Facebook: <http://www.facebook.com/TrialByFireDoc>

All international distribution inquiries should be directed to:

PBS International

Betsy LeBlanc

(617) 208-0737 | bkleblanc@pbs.org