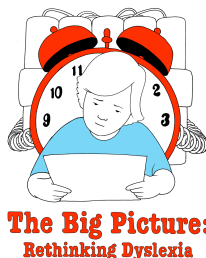


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ro*co films educational Proudly Presents
The Big Picture: Rethinking Dyslexia
Educational DVD
The film demystifies dyslexia with humor and pathos

December 17, 2012 – San Francisco, CA –Leading film distributor **ro*co films educational** is making **The Big Picture: Rethinking Dyslexia** available today on **DVD for public performance and educational use**. *The New York Times* says the film “busts any preconceptions about limits on what people with dyslexia can achieve.” Parents, teachers and kids are saying this film “resonates true” and makes them feel heard and seen for the first time. The film premiered at the Sundance Film Festival in January and had its HBO broadcast premiere on October 29th.

The film follows Redford’s son Dylan as he enters a demanding college – a challenge for a boy who didn’t learn to read until 4th grade. The film interviews young dyslexics as well as successful businesspeople diagnosed with the learning difference, including Richard Branson, Charles Schwab, and Gavin Newsom, California’s Lieutenant Governor.

The Educational DVD package includes the feature film (52 minutes) along with customized 9-13 minute video modules focused on early diagnosis, intervention as well as accommodations. World-renowned dyslexia expert, Dr. Sally Shaywitz, co-director and co-founder of the Yale Center for Dyslexia and Creativity, also speaks directly to educators about creating a better educational environment for all children. Separate student and teacher discussion guides written by Kyle Redford, Dylan’s mother and life-long educator also profiled in the film, provide a way for educators or community groups to further interact with the material.

“Being married to a educator, I know our educational system is long on teachers who tremendously care about their students but short on resources that enable them to identify,

understand, and help the one in five students who fall on the dyslexia spectrum," says Redford. "One of the central goals of this project was to provide a broad and clear understanding of what dyslexia *is* and *isn't*."

"Misconceptions about dyslexia abound among the public and professionals alike," says Dr. John Jay Russell, EdD, a former superintendent of the Hastings-on-Hudson public school system, who is now the Head of School at Windward in White Planes, NY, an independent school focused on language-based learning differences. "The cost to our society of not identifying kids with dyslexia is incalculable. The Big Picture: Rethinking Dyslexia is a great starting point for educating a nation."

Three versions are available (content on all is identical), although the pricing is based on how the film will be used:

\$45

Standard K-12 Package

(Classroom and Private Use)

\$95

Premiere K-12 Package

(Includes On-Campus Public Screening License)

\$295

(Public Viewing and/or University Package)

If pricing presents a financial hardship, schools and non-profit organizations are encouraged to contact Kristin Cooney at ro*co films educational (kristin@rocofilms.com)
The DVD is available at: <http://www.rocoeducational.com/film.php?filmID=BGP>.

About The Film

THE BIG PICTURE: RETHINKING DYSLEXIA premiered at the 2012 Sundance Film Festival and is Directed by James Redford, Executive Producer Karen Pritzker. and Produced by Windy Borman and James Redford and is currently showing on HBO. TheBigPictureMovie.com

About ro*co films educational

ro*co films educational brings documentary films into classrooms, libraries, non-profit organizations, and all other instructional environments throughout the country. Recognized as a leader in the documentary distribution world, ro*co films educational understands that a compelling real-life story can educate, entertain, and engage diverse audiences around emotionally gripping, universally important themes. ro*co has represented films such as THE INVISIBLE WAR, MISS REPRESENTATION and PRAY THE DEVIL BACK TO HELL. www.rocoeducational.com