



THE C WORD

a new documentary film by Meghan LaFrance O'Hara
 executive produced by Morgan Freeman, Revelations Entertainment
 & Impact Partners

2015 / USA / English / Documentary / 93 min / HD

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LOGLINE

New truths revealed and rock our world when it comes to our understanding and battle against cancer. It's time for cancer to be afraid of us.

SHORT SYNOPSIS

With a dose of good humor, heart, and a touch of rock-n'-roll beat, THE C WORD reveals the forces at play keeping us sick and dares to ask: if up to 70% of cancer deaths are preventable ... what are we waiting for?

At the heart of THE C WORD are powerful, twin narratives: one from celebrated French neuroscientist and cancer revolutionary Dr. David Servan-Schreiber, the other from THE C WORD's own director, Meghan L. O'Hara. After braving the journey from diagnosis to wellness, Meghan and David join forces on a wild ride of discovery; including hidden science, the absurdity of the status quo, and a vibrant cast of characters changing the game.

Winner of 7 awards, THE C WORD asks us to reconsider our approach and advocate instead for society-wide lifestyle and systemic changes. Narrated by Morgan Freeman, the message is simple, life-changing, radical: we can beat cancer before cancer beats us.

LONG SYNOPSIS

The message is simple, life-changing, radical: we can beat cancer before cancer beats us.

The C Word humorously aims its zoom lens at the multi-level, systematic failings of our society: habits that predispose us to disease, western medicine's fixation on treatment instead of addressing the root causes of our ailments, and a giant machine in place, aided by the media, that wants to keep the conversation exactly as it is now – a loop fueled by good intentions and LOTS of money, that is resistant to change. The film then turns it's lens 180 degrees to reveal a new way.

Catalytic in its revelations, The C Word is also an indictment of a trillion-dollar processed food industry that thrives while we get sick, leaving us, and especially our underserved communities, undernourished and overweight and of a dangerous economic model that chooses profit over people, and turns our bodies into breeding grounds for disease.

At its heart are two powerful, parallel journeys: one from celebrated French neuroscientist and cancer revolutionary Dr. David Servan-Schreiber, the other from The C Word's own director, Meghan L. O'Hara. After braving the wild trip from diagnosis to wellness, Meghan joins forces with David in a new movement that dares us to stand up and reclaim our health. Employing the 'Keep it Simple Stupid' ethos – the new question becomes: if 70% of cancer deaths are preventable ... what are we waiting for?

***** PRESS NOTES *****

Immensely captivating and persuasive, "The C Word" is a trenchant film with a crucial message that bears repeating.

LA TIMES

"It's time to stop being afraid of cancer — it's time for cancer to be afraid of us." Lent a warm sense of authority by the dulcet tones of Morgan Freeman, this aphorism encapsulates the upbeat, constructive tone of Meghan LaFrance O'Hara's documentary "The C Word," an impassioned advocacy of preventative cancer treatment that brazenly counters the methods of Big Pharma.

VARIETY

Morgan Freeman narrates and executive produced a documentary that addresses the failings in Western medicine's approach to cancer. Against the odds, the film is as vibrant as it is personal and urgent.

HOLLYWOOD REPORTER

"We've all been touched by a loved one being impacted by cancer. Walking out of the film, the viewer will find they have a much greater control of their destiny than when they walked in. For a film about sickness, it provides new hope for staying well, but it's up to us."

FORBES

"On first look, the Servan-Schreiber program doesn't sound like rocket science: eat well, exercise, avoid stress, eliminate toxins. But people in the film testify that it works, and they say that the reason no one has followed up on this "trite but revolutionary" (Servan-Schreiber's words) regimen is that it doesn't involve expensive drugs or machinery that will earn more money for the multibillion-dollar anti-cancer industry."

"Nor are his rules easy to follow in a culture that pushes excess consumption, allows toxic ingredients in products, and engenders stress. But what makes it all seem plausible is the example of Servan-Schreiber himself: 20 years cancer-free, with the drive and charisma to pursue his dream of a world where the disease is preventable."

THE BOSTON GLOBE

MAIN CREDITS

Directed, Written, and Produced by Meghan L. O'Hara

Produced by Pascaline Servan-Schreiber, Lori McCreary, Meghan L. O'Hara

Narrated by Morgan Freeman

Co-Produced by Nick McKinney

Executive Producers Morgan Freeman, Dan Cogan, Diana Barrett, Regina K. Scully

Edited by Bryan Cole, Francisco Bello, Lorian James Delman

Cinematography by Topaz Adizes, Nelson Hume

Original Score by Erin O'Hara, Bob Golden, City of the Sun, John Pita, Avi Snow, Zach

Produced in Association with Honest Engine, Impact Partners, Revelations Entertainment

DISTRIBUTION

World Premiere: Hamptons International Film Festival – 10/9/2015

Theatrical Distributor: Abramorama

Theatrical Premiere: Cinema Village, NYC – 11/25/2016

Educational Distributor: ro*co Films

Digital Day and Date: March 7th, 2017

Digital Distributor: Virgil Films & Entertainment

SVOD Worldwide: Netflix

AWARDS



Leadership Award

Excellence Award

Award of Excellence with Special Mention

Winner, Global Health Competition

Audience Award

Best Documentary Feature ifab Award

Best Feature

Roger Ebert Prize for Best US DOCUMENTARY
Film by a First Time Filmmaker

Less Cancer

2016 Rincon International Film Festival, PR

2016 Impact DOCS Awards

2016 Cleveland International Film Festival

2016 Illuminate Film Festival

2016 International Film Awards Berlin

2016 Frankly Film Fest

2016 Traverse City Film Festival



DIRECTOR'S STATEMENT

Cancer changes you, we all know this – we see it everywhere. But how often do we think: *I can change cancer?*

This disease is one of the things I dreaded most in life: the word I never wanted to hear. And being in the belly of the beast after my own diagnosis, I can attest, it's no picnic. But it can make you fearless – and hungry for information as to How? Why? Why me? Why so many? Why are cancer rates going up and up even as awareness and science advance.

I wasn't the only one asking those questions, and my quest for answers led me to a man who changed my life forever, because he was already on a course – to change cancer. A brilliant neuro-scientist, David Servan-Schreiber discovered his own brain tumor during MRI research. He set out to gather as 'much information as I could to see what I could do to help my body fight and resist cancer'... and what he found was astounding. And what is even more shocking – is why no one's talking about it.

This is his story, it's my story, it's a story about ALL of us. I wanted to make a film that would kick cancer's ass, like it tried to kick mine, and *The C Word* is it.

Meghan LaFrance O'Hara
Director, *The C Word*

Film Team Biographies

David Servan-Schreiber (Visionary)

Our hero, lead character, and the reason we made this film.

French physician and neuroscientist, co-founder of the Center for Integrative Medicine at the University of Pittsburgh Medical Center, and author of three international bestsellers, *Anticancer: A New Way Of Life* (2007), *Not The Last Goodbye* (2011), *The Instinct To Heal: Curing Depression, Anxiety and Stress Without Drugs and Without Talk Therapy* (2004). His books have been translated into 40 languages, and sold over 3 million copies worldwide.

Meghan O'Hara (Director/Writer/Producer)

Meghan O'Hara's producer credits include award winning features *SICKO*, *Fahrenheit 9/11*, and *Bowling For Columbine*, three of the top ten ever box-office grossing documentaries. She began her career directing and producing the documentary *Roe vs. Roe* for HBO/ Cinemax, various VOD documentaries for HBO, and *The IFC Media Project* television series. She recently produced *12.12.12* about the concert for Hurricane Sandy relief, and executive produced *Seal Team Six: the Hunt for Osama Bin Laden*, a docu-drama for NatGeo. Her awards include a 2008 Academy Award nomination for Best Feature Documentary, the Producers Guild Award for Producer of the Year, and The 2007 Gotham Award for Best Documentary.

Pascaline Servan-Schreiber (Producer)

Pascaline Servan-Schreiber has more than twenty years of experience as a senior business development executive in media, publishing, technology and internet startups, including Apple Computer. She is involved with NGOs in the fields of healthcare and human rights, including Human Rights Watch and the International Aids Alliance. She sits on the board of the New York Fund for Public Health, which assists the NYC health department with incubating new public health initiatives. She is also the driving force behind THE C WORD's outreach and engagement campaign. She and David are first cousins; they grew up together in Paris.

Lori McCreary (Producer)

Lori McCreary is the CEO of Revelations Entertainment, which she and Morgan Freeman founded in 1996 with a mission to reveal truth. She produced *Invictus*, directed by Clint Eastwood, with Freeman starring as Nelson Mandela. as well as *5 Flights Up*, *Along Came A Spider*, *10 Items Or Less*. In television, she serves as Executive Producer of both the CBS series *Madam Secretary* starring Téa Leoni, and Discovery Science's Emmy-nominated *Through The Wormhole With Morgan Freeman*. McCreary is the President of The Producers Guild of America, and is on the Board of Trustees of the American Film Institute.

Morgan Freeman (Executive Producer & Narrator)

Morgan Freeman is one of the most recognizable figures in American cinema. He won the Best Supporting Actor Academy Award in 2005 for his role in *Million Dollar Baby*, and also received Academy Award nominations in 1987 for *Street Smart*, in 1994 for *The Shawshank Redemption*, and in 2010 for *Invictus*. He won the Golden Globe for Best Actor for *Driving Miss Daisy* in 1990. In 2011, Freeman was honored with the Cecil B. DeMille Award at the Golden Globe Awards, and also received the 39th AFI Lifetime Achievement Award. His works include some of the most critically and commercially successful films of all time.

Dan Cogan (Executive Producer)

Dan Cogan is executive director and co-founder of Impact Partners, a fund and advisory service for investors and philanthropists who seek to promote social change through film. Co-founder of Gamechanger Films, which launched in September 2013. Gamechanger Films is the first for-profit film fund dedicated exclusively to financing narrative features directed by women.

Regina K. Scully (Executive Producer)

Regina Scully is an Academy Award-Nominated, Peabody and Emmy Award-Winning Executive Producer, with credits including *The Invisible War*, *The Hunting Ground*, *Dreamcatchers*, *Prophet's Prey*, *Alive Inside* and *Fed Up*. Scully is the Founder/CEO of Artemis Rising Foundation, a philanthropic organization dedicated to transforming our culture through media, education, and the arts. She is also the Founder/CEO of RPR Marketing Communications, a premier Public Relations Agency/NYC.

Diana Barrett (Executive Producer)

Diana Barrett is founder of the Fledgling Fund in 2005 after a long career at Harvard University, where she taught in both the Harvard Business School and the School of Public Health. Driven by the passionate belief that film can inspire a better world, the Fledgling Fund is a private foundation that supports outreach and audience engagement to magnify the social impact of documentary films.

Nick McKinney (Co-Producer)

Nick McKinney is a writer, producer, director and a co-founder of Honest Engine. Past TV credits include Morgan Spurlock's *30 Days*, *Insomniac with Dave Attel*, and the co-creation of *The IFC Media Project*. More recently he has served as Line Producer for *12.12.12* – about the concert for Sandy Relief; Executive Producer for *Back Issues*, a documentary feature on Larry Flynt, and is currently EP of *The Heaven/Gemini Project Documentary* – a feature doc on the attempt to perform the first human head transplant. He is also directing a feature documentary on legendary Canadian comedy troupe *The Kids In The Hall*.
Impact Producer

Voices From THE C WORD Cast

How often do you have a chance in life to hold in your hands something that is immensely powerful and useful that nobody else seems to know about, you know? It's a blast! - **David Servan-Schreiber**

French physician and neuroscientist, co-founder of the Center for Integrative Medicine at the University of Pittsburgh Medical Center, and author of three international bestsellers, *Anticancer: A New Way Of Life* (2007), *Not The Last Goodbye* (2011), *The Instinct To Heal: Curing Depression, Anxiety and Stress Without Drugs and Without Talk Therapy* (2004). David's books have been translated into 40 languages, and sold over 3 million copies worldwide.

We've been looking at this disease the wrong way. And the increasing costs of it all are unsustainable. We are losing site of what is actually a really simple message that could save people from ever having to enter that world in the first place. - **Meghan O'Hara**

As a producer, her credits include award winning features SiCKO, Fahrenheit 9/11, and Bowling For Columbine, three of top ten box office grossing documentaries of all time. After being diagnosed with breast cancer soon after making SiCKO, Meghan met David and set on a mission to transform how we all think about cancer ... through the making of THE C WORD.

You have to be able to trust the label. The food companies take advantage of that...they make up names and it's illegal to do that. - **Don Barrett**

One of America's preeminent trial lawyers, he has achieved great success for thousands of clients. He has been the leader of many large pieces of litigation including the Ford/Firestone MDL Litigation and the tobacco litigation that brought about the 1998 Master Settlement Agreement with the tobacco industry. He was one of the focus points of the 2000 book Assuming the Risk: The Mavericks, The Lawyers, And The Whistle-Blowers Who Beat Big Tobacco by Michael Orey. Most recently, he filed more than 30 lawsuits against the biggest food makers in the country.

We can do a lot when we understand the enemy. It's estimated today that about 70% percent of all cancer deaths could be prevented by simple change in lifestyle. - **Richard Beliveau, Ph.D.**

Head of the the Molecular Medicine Laboratory in the Department of Neurosurgery at Notre-Dame Hospital, he also holds the Claude -Bertrand Chair in Neurosurgery at the Centre hospitalier de l'Université de Montréal and the Chair in the Prevention and Treatment of Cancer. He has published more than 250 scientific papers on cancer prevention and treatment. His research as a biochemist includes the investigation of anti-cancer properties of molecules of dietary origin. He is the author of best-selling books, Foods that Fight Cancer, Cooking with Foods that Fight Cancer, Eating Well, Living Well, Death: the Scientific Facts and Preventing Cancer.

The pieces of the puzzle are on different tables, so we need to put them on the same table to create this comprehensive care plan. But we need to do the clinical trail to really show that that's the case. - **Lorenzo Cohen, Ph.D.**

Professor and Director of the Integrative Medicine Program at The University of Texas MD Anderson Cancer Center and Distinguished Clinical Professor, Fudan University Shanghai Cancer Hospital, China. He is conducting a number of NIH-funded studies examining the biobehavioral effects of integrative medicine aimed at reducing the negative aspects of cancer treatment and improving quality of life including studies of meditation. He is also conducting research to demonstrate that lifestyle changes can influence cancer outcomes. Ongoing studies are examining lifestyle changes in the areas of diet/nutrition, physical activity, and stress management/social network to change the risk of developing cancer and influencing outcomes in those with cancer.

People are shocked to learn that their risk of getting cancer is one in two. - **Ronald DePinho, M.D.**

Internationally recognized for basic and translational research in cancer, aging and age-associated degenerative disorders, he is the president of The University of Texas MD Anderson Cancer Center. Prior to joining MD Anderson, he spent 14 years at Dana-Farber Cancer Institute and Harvard Medical School in Boston and was an American Cancer Society Research Professor.

We've not put enough resources into figuring out what prevention looks like. When you look at the cost that America put in health care and then you look at the outcomes. In any other business you would say this model is broken. Somebody outta change that. - **Scott Morris, M.D., M.Div.**

Founder and Chief Executive Officer of the Church Health Center which opened in 1987 to provide quality, affordable primary health care for working, uninsured people of Memphis. The center, an ecumenical health care ministry supported by the faith and medical communities, currently cares for over 70,000 patients without relying on government funding. Scott's dedication and vision led to the opening of the Hope Healing Center, where the best disease prevention efforts of medicine are combined with the pastoral and spiritual care of the faith community. He is a board certified family practice physician, an ordained United Methodist minister, and is the author of the book *God, Health & Happiness*.

Too much of these foods, which I like to call the foods we hate to love can make you overweight or otherwise ill. But now we know that they've (food industry) known this for years and years even as they continued adding in heaps of salt, sugar and fat to their products. - **Michael Moss**

Author of the #1 New York Times bestseller *SALT SUGAR FAT: How the Food Giants Hooked Us*, a Pulitzer Prize-winning investigative reporter formerly with the Times. His writing focuses on the food industry in context of health, safety, nutrition, politics, marketing, corporate interests, and, finally, the power of individuals to gain control of what and how they eat.

If you are being chased by a rhinoceros, maximum stress is good. But if you spend your life thinking that there is a rhinoceros chasing you, then you are in trouble. - **Matthieu Ricard**

Buddhist monk, author, translator, and photographer, he is the author of *Altruism: The Power of Compassion to Change Yourself and the World*, *Happiness: A Guide to Developing Life's Most Important Skill*, *Why Meditate?*, *The Quantum and the Lotus* (a dialogue with the astrophysicist Trinh Xuan Thuan), and *The Monk and the Philosopher*, a dialogue with his father, Jean Francois Revel. His books have been translated into over twenty languages and his TED talks have been seen by over 7 million people.

The benefit of reducing side effects and improving outcome with chemo is somewhat close to 40%. - **Ronald Stram, M.D.**

Founder and Medical Director of the Stram Center for Integrative Medicine. His twenty-four year experience in emergency medicine has confirmed his belief that prevention and lifestyle management are key elements for the health of individuals and society as a whole. He completed the University of Arizona's Integrative Medicine fellowship program directed by Dr. Andrew Weil and treats patients using integrative modalities such as nutritional interventions, acupuncture, botanical medicine, and manual techniques.

The Cosmetic Ingredient Review evaluates the safety of ingredients in cosmetics. And they were established by the cosmetics industry itself and it's currently funded by the cosmetics industry itself, and yet this is the organization that the FDA goes to when there is a new issue of concern. - **David Andrews, PH.D.**

As Senior Scientist, Environmental Working Group, with a background in chemistry and nanotechnology research, he investigates environmental health issues. His work

focuses on finding ways to change national environmental regulations and government policies to protect public health. During his five years at EWG he has developed comprehensive knowledge of the regulatory processes affecting industrial chemicals, consumer products, cosmetics and nanomaterials.

We know that chronic stress can have an impact on so many other diseases; to me the better question is why would cancer be an exception. - **Anil K. Sood, M.D.**

Professor and Vice Chair for Translational Research in the Departments of Gynecologic Oncology & Reproductive Medicine at the MD Anderson Cancer Center. He is also Director of the Blanton-Davis Ovarian Cancer Research Program and Co-Director of the Center for RNA Interference and Non-Coding RNA. His research includes the effect of neuroendocrine stress hormones on ovarian cancer growth and progression. He is a member of The University of Texas Graduate School of Biomedical Sciences and teaches classes related to cancer cell signaling pathways.

Only one of the twelve new cancer drugs approved last year extend life more than two months; and the other eleven don't. But they are all being priced at a hundred thousand dollars or more. - **Donald Light**

Donald is an expert in comparative health care policy, especially around issues of access and institutional ethics. He is a professor at the University of Medicine and Dentistry of New Jersey, School of Osteopathic Medicine and served as the Lokey Visiting Professor of comparative health care at Stanford. As a founding fellow of the Center for Bioethics at the University of Pennsylvania, he has co-authored Benchmarks of Fairness for Health Care Reform (1996) and edited The Risks of Prescription Drugs (2010). His current research concerns the historical roots of institutional corruption in the development of prescription drugs and its consequences.

And as the images came up, I saw an anomaly and it was pretty obvious that there was, was something wrong. - **Jonathan Cohen**

Professor of Neuroscience, Professor of Psychology and Co-Director, Princeton Neuroscience Institute. He studied neuroscience with David at Carnegie Mellon University and remained one of his closest friends.

We're not against trying to be a healthier Mississippi, we're not against that, but there again we're talking about regulation – that's what the bill addresses is Regulation. - **Tony Smith**, State Senator, District 47, Mississippi

I think there is a fundamental assumption by consumers that when they go into a store no matter what the product, that somebody somewhere has tested it and is protecting them. And that's just a false assumption. There is no pre testing. You are the guinea pig. - **Jan Schakowsky**, U.S. Congresswoman, Illinois

Those are the three most life altering words anyone can hear is, you have cancer. So my life changed. - **Gabe Canales**, Founder of Blue Cure and prostate cancer survivor

I've always been active – but never really done yoga or meditated. - **Liz Formosa**, Breast cancer survivor

Now you do know in order to eat healthy it cost more. But guess what, you save on doctor's bills and clothes. - Brenda Jones, Healthy eating and exercise advocate

There is sort of a small movement that says don't blame the victim. But if you accept the fact that maybe you could have contributed to your problem then the natural logic says maybe I could contribute to solving the problem. If I caused this maybe I could fix it. - Chris Wark, Colon cancer survivor

We know so much about what patients can do to delay or forestall disease, that the fact that they are not given this information by their doctors, borders on malpractice. - Meg Hirschberg, Breast cancer survivor

The first thing that really shook me... I mean, the first time I saw him on stage I didn't think much. I thought, not really my type. But it was his glance. The glance of a little child. David needs intensity. He needs intensity to feel alive. - Gwenaelle Briseul, Wife of David Servan-Schreiber

The nature of man, the nature is really to take it to the edge. - Edouard Servan-Schreiber, David's brother

CAST

Morgan Freeman (narrator)

David Servan-Schreiber

Dr. Scott Morris

Dr. Ronald DePinho

Donald Light

Dr. Ronald Stram, M.D.

Gabe Canales

Congressmember Jan Schakowsky

State Senator Tony Smith

Liz Formosa

Edouard Servan-Schreiber

Meghan L. O'Hara

Dr. Lorenzo Cohen

Richard Beliveau, Ph.D

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