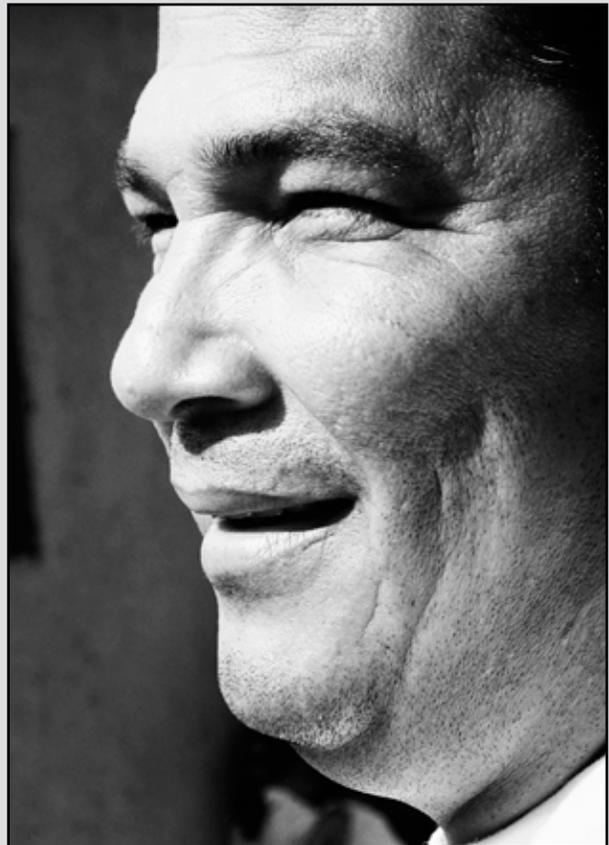


# HIT MAN TO HERO

## One Man's Story of Hope in Nicaragua

*A former Nicaraguan killer devotes his life to rescuing victims of sexual slavery*

*Hit Man to Hero* is the true story of a 47 year old man named Oscar who was born & raised and continues to live in Nicaragua. Oscar experienced terror and hatred in his childhood and was recruited to be a soldier for the Sandinista Army in the 1970s as a young teenager. Filled with rage from abuse and violence in his life, including witnessing his brother's murder by gasoline fire, Oscar set out to seek revenge. Proud of his accomplishments with the army, Oscar was honored to be sent to Cuba to train for six years to become a General. Returning as a "hit man" for the Sandinistas, he continued to seek vengeance through violence and to search for his brother's murderers, eventually killing one of them.



Oscar Cuarezma has devoted his life to helping women and children who are victims of sexual abuse and violence. In his humble way, he helps them find a new life without shame or regret. He is changing their world like he changed his own.



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Oscar became a drug smuggler, an alcoholic and cocaine addict and experienced the deepest depth of human suffering. At the peak of despair, Oscar searched to understand the meaning of God, and found personal strength to not only forgive himself and his enemies, but to self-rehabilitate and leave behind his life of alcohol and drugs.

Oscar eventually met an American woman, April, who was on a self-awareness journey stemming from her own experience with sexual abuse. Through this process, April was reaching out to women involved in prostitution in Nicaragua. Today, Oscar, married with three children, works with April to rescue women and children from sexual slavery. Oscar's journey and his humble caretaking of others, teaches all of us, no matter our affliction, that we have the power in our own souls to find redemption, spiritual health and love.



Prostitution among the children who live...on the streets of Latin America has long been a consequence of the region's poverty.

*-Washington Post Foreign Service*



### April ~ Director, House of Hope

I felt so dirty and so ugly within... Even though I now know that beauty comes from God, the enemy comes and still lies. I try to teach my girls at the House of Hope these truths, so they don't have to carry that baggage... So they can be as free as they can be; as soon as they can be.



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# Estimated Timeline for Production of

## HIT MAN TO HERO

~**July 2011** – Initial on-camera interview with Oscar Cuarezma in Managua, Nicaragua

~**September - November 2011** - Film business proposal and mission statement completed; director hired (Dan Parris, Speak Up Productions, director of GIVE A DAMN?)

~**November 2011** - Business plan presented to the Regional Arts Commission of St. Louis

~**December 2011**- Secured partnership with Regional Arts Commission for fiscal sponsorship; commenced fundraising campaign; hired graphic artist; hired publicist. Initial designs created for film logo and website. Initial press release written

~**January 2012** - Issued press release to local and national media; hired social media director and created marketing campaign on Facebook and Twitter; initial round of media interviews; hired grant director and legal team

~**February 2012** - Kick-off event for supporters at Regional Arts Commission; grant application process begins; production crew hired for first on-location shoot; pre-production meetings and travel plans finalized

~**March 2012** - Travel to Nicaragua for on-location interviews & shooting; social media campaign expanded; new website designs unveiled; art director hired; search begins for bi-lingual editor, film composer and translation team; editing software researched & ordered; trailer design begins

~**April-June 2012** –Trailer completed; promotional video created; editor & composer hired; initial edit: view footage, assembly, rough/fine cut, production planning for second on-location shoot, plan travel logistics; grant applications continue

~**July 2012** - Second location shoot in Nicaragua; prepare for California interviews

~**August 2012** – Second round of editing; updated trailer created; interview U.S. experts & California contacts

~**September/October 2012**- Final edit

~**November 2012** -Sound mix, motion graphics, color correction; begin film festival applications; plan premiere event

~**December 2012** - Wrap film

~**January 2013** - Premiere

## Cost Estimate

Pre-Production:	\$ 43,310.00
Production:	\$ 49,540.00
Post-Production	\$107,150.00
<b>Total Production Costs:</b>	<b>\$200,000.00</b>

(Detailed Budget provided upon request)

## Distribution Plan

Boulevard Productions LLC is targeting the following international distribution opportunities for *Hit Man to Hero*, commencing in 2013:

- ~**Film Festivals**
- ~**Theatrical**
- ~**Television Licensing**
- ~**Video On Demand**
- ~**Home Video**
- ~**Educational**
- ~**Grassroots (Local) Screenings**
- ~**Internet Sales**



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## Production Team Bios



### Sarah Schaeffer Bernard

Boulevard Productions, LLC, comes to this project as a supporter of and participant in the arts in St. Louis and serves as the administrator and marketer for the film, as well as creative producer. Sarah has a Bachelor's Degree in Music & French from Kalamazoo College (Michigan) and an MBA from the Executive Program at Washington University of St. Louis. Professionally, Sarah spent several years as the General Sales Manager of the Fox Theatre and over a decade in marketing for Ralston Purina Company. Sarah is a working commercial actor and television host and a marketing consultant.



### Barbara Madison, R.N., B.S.N.

Boulevard Productions, LLC will serve as producer & management consultant for the film. Barbara graduated from the University of Missouri – Columbia with a Bachelor of Science Degree in Nursing and is the President of Right At Home of St. Louis, a home health industry leader. Barbara has a long history of commitment to volunteerism in her community and has most recently focused on Central American efforts. She conducted trauma workshops with the women and caregivers at the House of Hope in Managua, Nicaragua where she first met Oscar and April.



### Dan Parris

Speak Up Productions, is a filmmaker whose current award-winning feature-length documentary, Give A Damn?, has received widespread media attention. Dan received a Bachelor's Degree from Biola University (California) in Film Production. Dan is currently on a speaking & festival tour with his film, Give A Damn?. Among many other accomplishments, Dan's film, Give A Damn?, won Best Documentary at Cinema St. Louis Filmmakers Showcase in 2011 and was a selection at the 2011 St. Louis International Film Festival, among many others.

[www.giveadamndoc.com](http://www.giveadamndoc.com)