

**Press Contact**

PR Contact: Pat Walsh

Vox PR PA

(541) 513-1236

[pwalsh@voxprpa.com](mailto:pwalsh@voxprpa.com)

Visit the official 40 website at <http://40theseries.com>

Or search "40theseries" on





Media Contact: Pat Walsh  
Vox PR PA  
(541) 513-1236  
[pwalsh@voxprpa.com](mailto:pwalsh@voxprpa.com)

FOR IMMEDIATE RELEASE

## ***Web-Based Dramatic Series “40” to Prepare Viewers for Lent*** *Social Media Used to Enhance Lenten Experience*

Los Angeles—[Loyola Productions](#)’ new post-apocalyptic drama **40**—produced in association with the [Midwest Jesuits](#) and [Loyola Press](#)—offers viewers a unique Lenten experience delivered exclusively through the Internet and social media. This innovative program appeals to believers and seekers alike, and is ideal for individuals and groups.

**40** premieres Ash Wednesday, February 22, 2012, and shepherds viewers right up to Easter Triduum. Each week during Lent, two new episodes will air on the series’ original website—[40theseries.com](http://40theseries.com)—as well as on YouTube, Vimeo and Facebook, with updates available through Twitter. Each of the 14 (4–7 minute) episodes acts as a Lenten allegory and is accompanied by meditative reflections centered on the scriptural references.

**40** begins with seven strangers who appear to be the only survivors of a mysterious, calamitous event: Los Angeles is empty, devoid of people. No sign remains of family, neighbors or co-workers. No space ship hovers over the city, there are no zombies or flesh-eating viruses. There are just seven strangers, who share the same iridescent blue mark on the shoulder, a tiny, precise square of color that wasn’t there yesterday. Were they chosen? Or have they been culled? By whom? For what purpose?

Award-Winning Writer/Director Jesuit Brother Michael Breault developed the series to offer something new and engaging, stating, “A thrilling, post-apocalyptic drama to help further one’s Lenten experience takes storytelling to a whole new level and has simply never been done before. **40** is not just a series, it’s unique in that it also serves as a Lenten allegory. At the heart of each episode are questions and scriptural meditations designed to enhance a person’s Lenten journey.”

Executive Producer Jesuit Father Eddie Siebert also shares his enthusiasm for **40**: “Loyola Productions is thrilled to partner with the Midwest Jesuits and Loyola Press in creating an innovative way to reflect on and prepare for Lent. Using a cutting-edge medium combined with mixed media to prepare for a centuries-old spiritual tradition is very exciting for us and the entire Jesuit Community. We hope to reach a wide audience and get people talking. **40** is about conversation and community.”

**40** stars George Gallagher, Ethan Flower, Cherinda Kincherlow, Peggy Miley, Jan Broberg, Caroline Pho, Jack Little and Damon Murphy. Episodes will air on Mondays and Wednesdays during Lent. For more information and to view the full schedule of airdates please visit <http://40theseries.com> or search for

“**40theseries**” on    

###





## SYNOPSIS

40 is a thrilling post-apocalyptic drama.

Seven strangers appear to be the only survivors of a mysterious, calamitous event: Los Angeles is empty, devoid of people. No sign remains of family, neighbors or coworkers. No space ship hovers over the city, there are no zombies or flesh-eating viruses. Just seven strangers, who share the same iridescent blue mark on the shoulder, a tiny, precise square of color that wasn't there yesterday. Were they chosen? Or have they been culled? By whom? For what purpose?

Their search for answers leads the seven to an even greater mystery. Why do they suddenly feel compelled to leave the safety of the city for an unknown destination? And why does the number 40 exert such power over them? Why are they being drawn towards whatever 40 represents with such compulsion, such longing?

40 is also a Lenten allegory.

40 can stand on its own as a rewarding viewing experience. Because it's structured as a Lenten allegory, 40 also provides fertile ground for prayer, conversation, meditation and study.

Exile and journeying, loss and grief, hunger and thirst, mortification and fasting, sin and redemption, the path through the desert and the way of the Cross—all are dramatically “mirrored” by the story unfolding onscreen.

40theseries.com provides access to “what’s beneath” each episode. Click on “Reflections” and you will be presented with a wealth of commentary, scriptural references, prayers, poetry, prose and music, specially curated by the writer and producers to augment your experience.

40 is an innovative tool for observing Lent.

Download episodes on your home computer for family viewing. Catch the latest episode on your Smartphone during lunch. Explore the wealth of supplementary material at your own pace or use Twitter and Facebook to share your insights with friends.

At home, at work or in the classroom – 40 is the perfect complement to your Lenten experience.



## AIRDATES (2012)

(Each Episode is approximately 4 - 7 minutes)

Episode 1 - Premiere - Ash Wednesday, February 22<sup>nd</sup>

Episode 2 - Friday, February 24<sup>th</sup>

Episode 3 - Monday, February 27<sup>th</sup>

Episode 4 - Wednesday, February 29<sup>th</sup>

Episode 5 - Monday, March 5<sup>th</sup>

Episode 6 - Wednesday, March 7<sup>th</sup>

Episode 7 - Monday, March 12<sup>th</sup>

Episode 8 - Wednesday, March 14<sup>th</sup>

Episode 9 - Monday, March 19<sup>th</sup>

Episode 10 - Wednesday, March 21<sup>st</sup>

Episode 11 - Monday, March 26<sup>th</sup>

Episode 12 - Wednesday, March 28<sup>th</sup>

Episode 13 - Monday, April 2<sup>nd</sup>

Episode 14 - Finale - Spy Wednesday, April 4<sup>th</sup>



## THE CREW

Writer/Director	Michael Breault
Executive Producer	Eddie Siebert
Producer	Michael Kaczmarek
Producer	Kathleen Kelly
Director of Photography	Garrett Shannon
Production Designer	Lisa Clark
Animator	David Zaleski
Editors	Lisa Dannenbaum
	Tangier A. Clarke
Sound Mix	Jim Schaefer

## THE CAST

Tom Ahlborn	George Gallagher
Able Gutierrez	Ethan Flower
Wheezie	Cherinda Kincherlow
Aunt Dot	Peggy Miley
Charlotte Pepperle	Jan Broberg
Rebecca Lawson	Caroline Pho
Owen	Jack Little
Previous Man	Damon Murphy

# 40

## CHARACTERS

### AUNT DOT

Aunt Dot was born in Bayside, Queens, the sixth child in a family of seven children, and the only daughter. She attended Grover Cleveland High School and worked briefly for the New York Transit Authority before marrying her childhood sweetheart, an aviation engineer. They moved to Southern California in 1954 and have lived in the same house on Selma Avenue in Hollywood since 1955. - PEGGY MILEY -



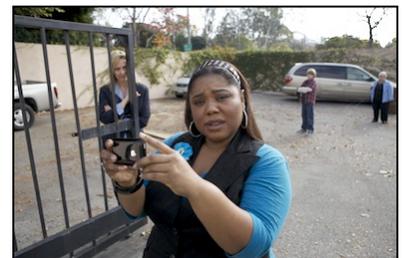
### CHARLOTTE PEFFERLE

Charlotte is a financial analyst by profession and is most comfortable seeing people and the world in terms of black and white, balance sheets, logical, non-emotional. When she awakes, seemingly all alone in the world, she must find her way to a part of herself that has been locked safely away since the age of 12... her fears, feelings, emotions, desires and deep disappointments. To survive in this new world she must find a connection to her deeper self, her fellow human beings, her soul and the power of belief in things that she cannot see, touch, smell or hear but that are never-the-less real. - JAN BROBERG -



### WHEEZIE

Wheezie is a spunky, tell it like it is kind of girl. She's very charismatic and opinionated. Wheezie is a little naive in the ways of the world but nonetheless is not afraid to step into the unknown. Her sincerity and vulnerability are what make her so likable to the six remaining people in the world. - CHERINDA KINCHERLOW -



**REBECCA LAWSON**

Catatonic. Rebecca graduated summa cum laude from UCLA and attended the University of California at Berkeley, where she earned dual masters, in Social Services and Developmental Psychology. She was a Research Fellow at the Institute for Human Development while working as a part-time case manager for Alameda County Children and Social Services in Oakland, California. Since 2005 she has served on the Operations Committee of the Los Angeles County Council on Child Abuse and Neglect, where she coordinates exchanges between public and private agencies that deal with children and families exposed to family violence. Ms. Lawson lives in Los Angeles with her husband, an orthodontist, and their two young children. - CAROLINE PHO -



**OWEN**

Owen is enigmatic and quiet yet whenever he speaks it means something. He has a strong relationship with Aunt Dot, but the origins of that relationship are unknown. He has a knack for drawing and is not fully aware of the events around him. - JACK LITTLE -



**ABLE GUTIERREZ**

I'm a mechanic. Nothing very complicated. I enjoy my life but I never got as far as making a family. Not yet anyway. I am proud of my work and my technical abilities. I believe we all have a purpose in our lives. Sometimes it takes a while to figure out the purpose. I still am. - ETHAN FLOWER -



## **TOM AHLBORN**

Tom had everything going for him. He was a bright and ambitious star at one of the most prestigious universities in the country when he stumbled upon contradictions in his research that he couldn't reconcile, notions that were antithetical to science. Rather than torture himself and his colleagues, he opted for a life of oblivion. He dropped out of school. Now he tends bar by the beach, and takes the time to smell the roses. Then his life is interrupted by this strange event. - GEORGE GALLAGHER -





# LOYOLAPRODUCTIONS

## The Production Team

### **Rev. Edward (Eddie) J. Siebert, S.J.**



Rev. Edward (Eddie) J. Siebert, S.J. is a Jesuit priest with degrees in Theology (M.Div., JSTB), Education (M.A., USF), and Film Production (M.F.A., LMU). He is the Founder and President of Loyola Productions, Inc. in Los Angeles, California where he has actively produced films and documentaries for fifteen years and for which he has received numerous awards. He is the Chaplain and a board member of CIMA, *Catholics in Media Associates*, which recognizes contemporary film and television productions that help us better understand what it is to be part of the human family. Eddie is also on the part-time faculty for the school of film and television at Loyola Marymount University, Los Angeles.

### **Michael Breault, S.J.**

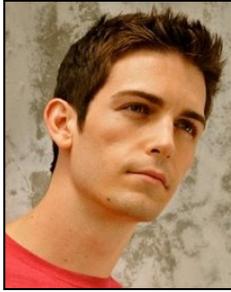


Brother Michael Breault, S.J. is LPI's Vice President of Creative. He is an MFA graduate of NYU's Tisch School of the Arts and a member of the Writers Guild of America. Before coming to LPI, Michael was the Associate Artistic Director at Circle-in-the-Square on Broadway. He has garnered many awards including the coveted George Foster Peabody Award for his work as a producer and writer on the ABC/20<sup>th</sup> Century Fox series *Nothing Sacred*. He has written numerous projects for LPI including *Hidden Treasures of the Jesuits*, *The Real Deal*, and a pilot episode for the TV series *Mercy Adjacent*.

### **Kathleen Kelly**



LPI Producer and Project Manager Kathleen Kelly earned her M.F.A. in Film Production from Loyola Marymount University, where she received the Samuel Z. Arkoff Filmmaking Award for Excellence. She brings to LPI a background that includes work in narrative and documentary film production, commercial production, public radio program production, and corporate client service management. Kathleen produced the Telly-Award winning programs "Righting the Wrong," about restorative justice and the juvenile justice system, and "Jesuits in Eastern Africa," both for LPI. She was also LPI's lead producer and creative for the "Believe It!" media campaign, promoting inner-city Catholic education in Los Angeles, and is the Writer/Producer of the soon to be released short narrative *Camp Omena*.



### **Michael Kaczmarek**

Michael began his career at New Line Cinema in the development and marketing departments, working on such films as *The Lord of The Rings*, *Shoot 'Em Up* and *After The Sunset*. Wanting to work on faith-based projects, Michael joined Paulist Productions and served as the Production and Marketing Coordinator on their award-winning documentary *The Big Question: A Film About Forgiveness*. He then went on to become the Director of The Humanitas Prize, which annually awards over 100K to screenwriters who, with their work, "affirm the dignity of the human person." Michael also assisted with the creation of Humanitas Productions and served as their Director of Development. In the fall of 2011 Michael joined Loyola Productions as a Producer, working on the short film *Camp Omena* and the Lenten web series *40*. Michael is the founder of Our Lady Prays and Our Praybook, a website and social network devoted to spreading the messages of Medjugorje and prayer. A native of New Mexico, Michael is a Magna Cum Laude graduate of California State University, Los Angeles where he earned a BA with an emphasis in Film, Radio & Television.



### **Garrett Shannon**

Shannon is a Los Angeles based cinematographer lensing narrative, commercial and documentary projects with the unfailing ability to engage, inspire and entertain an audience. Evidence to this, Shannon earned the prestigious ASC Heritage Award from the American Society of Cinematographers in February 2010, recognizing the film, *In Memoriam*, for its outstanding achievement in cinematography. His knack for creating powerful yet naturalistic imagery is inspired from the aesthetic power of the world around him and his experiences within. Shannon's clients include O'neil, OWN, Sandwich Video, Twentieth Century Fox Worldwide, Moxie Interactive, IFC, Film Independent, Hotter in Hollywood, Oprah, Ford Motors, Team Detroit International, SEWcreative, Dominos, CP+B, 3MC, Rank+File, G4TV, Swedish Educational Broadcasting Company, Andi Loor Redigering, Remmington, Shop PR, Amphibian, Kennis Music, Mango, and Hunter&Gatti.



### **David Zaleski**

David Zaleski is a cartoonist and animator who currently lives in Los Angeles, California. In 2011, he earned his Bachelor of Arts degree in Film & Television Production from Loyola Marymount University, where he was the Cartoon Editor and Editorial Cartoonist of the Los Angeles Loyolan Newspaper. David is the winner of the 2010 Columbia Scholastic Press Award for best comic cartoons in college newspapers, as well as a finalist for the 2010 Charles M. Schulz National Journalism Award. In his free time, David enjoys drawing political animated short films, illustrating books and reading Calvin & Hobbes.

### **Tangier Clarke**



Tangier Clarke is a Los Angeles-based motion picture editor and information technology consultant. He started his editorial career in 2001 at motion graphics firm Montgomery & Co. Creative, and is now both a senior editor at Loyola Productions, Inc. and a freelance motion picture editor. Tangier has done work for NBC, PAX, and FX networks, and has been featured in the online newsletter *Edit Well*. His most recent credits include *The Real Deal*, *Who Cares about the Saints?*, the award winning short film *The State of Grace*, and the theatrically released feature film *A Good Day to be Black and Sexy*. Prior to the start of his editorial career, Tangier studied computer science and film at U.C. Berkeley, earning a B.A. degree, and television production at Loyola Marymount University earning an MFA. He leverages his formal training for production technical support, post-production supervising, web-series production, and digital asset management and delivery. Tangier finds fulfillment in his prowess to learn, telling dramatic stories, and being a supportive husband and father.

### **Jim Schaefer**



Jim Schaefer is a recent graduate of Loyola Marymount University's Recording Arts program, graduating with honors after four years of Dean's List standing. While at LMU, he was active in both the film school and Campus Ministry programs. Jim currently manages the digitization and restoration of the Peabody award-winning "Kaleidoscope" radio program for LPI, where he also serves as in-house audio editor and technician. His newest endeavor with LPI is co-producing the Ignatian News Network (INN), a web-based series covering U.S. Jesuit apostolates and their work in the world. In spare moments, he continues to pursue his first loves of playing piano and figuring out all things technological!