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(Film images available)



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WEDU PBS Presents Advance Screening of New Ken Burns Documentary, *Cancer: The Emperor of All Maladies*

*Leading into the on-air broadcast premiere of **Cancer: The Emperor of All Maladies**, WEDU PBS will dedicate an evening of prime-time broadcast to cancer awareness with local programming.*



Tampa, FL — *CANCER: THE EMPEROR OF ALL MALADIES*, a three-part, six-hour documentary directed by award-winning filmmaker Barak Goodman and executive produced by **Ken Burns**, will air on **WEDU PBS** March 30-April 1, 2015, however fans of the historic storyteller, can get a sneak peak of the new series followed by a discussion at **Tampa Theatre** on **March 23, 2015** beginning at **7:00pm**.

The screening event, which includes preview segments of the documentary, is part of a comprehensive national engagement campaign in collaboration between Florentine Films, Laura Ziskin Pictures, WETA, Ark Media, Stand Up to Cancer and an array of other project supporters, and is based on the Pulitzer Prize-winning

book by Siddhartha Mukherjee, M.D., *The Emperor of All Maladies: A Biography of Cancer* (Simon & Schuster 2010). WNYC, New York City's flagship public radio station and premier producer of local and national programming, is the official radio partner.

Ken Burns said, "My work as a filmmaker is directly linked to the death of my mother from cancer when I was 11. From the age of three, I watched her suffer and struggle with this awful disease, forever creating for me a desire to explore the past and to listen deeply to the stories that we all have to tell. I was frightened and exhilarated by Sid's book and thrilled by Sharon's suggestion that we collaborate to turn this remarkable accomplishment into a film."

Along with the preview screening event, WEDU PBS will also dedicate an evening of prime-time broadcast programs to cancer awareness.

"We felt it was important to mark the premiere of this ground-breaking documentary by sharing stories from our local community, so we have dedicated March 19th beginning at 8:00pm to cancer awareness," stated **Allison Hedrick**, WEDU Vice President of Communications. "WEDU's local programs including **WEDU Arts Plus**, **Up Close with Cathy Unruh**, and the premiere of **Kids Rock Cancer** will touch on art, heart and science of cancer."

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WEDU Video Portal: <http://video.wedu.org>

WEDU on Facebook: www.facebook.com/WEDUPublicMedia

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Barak Goodman, who in addition to directing the film serves as the series producer, observed, “This is such a rich, historic and still tragic story that it challenges us as filmmakers every day. But it is also a moment of great optimism that at last we may be turning the tables on this disease. I want people to come away from our film with less fear and more hope about the future of cancer.”

Tickets for the advance screening of *Cancer: The Emperor of All Maladies* are free and can be reserved online at: www.wedu.org/cancer.

Funding for the screening event was provided in part by a generous grant from WETA.

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ABOUT WETA WASHINGTON, D.C.

WETA Washington, D.C., is one of the largest producing stations of new content for public television in the United States. WETA productions and co-productions include *PBS NewsHour*, *Washington Week with Gwen Ifill*, *The Kennedy Center Mark Twain Prize, In Performance at the White House* and documentaries by filmmaker Ken Burns, including the premiere this past September 14-20 of *The Roosevelts: An Intimate History*. More information on WETA and its programs and services is available at www.weta.org.

ABOUT WEDU PBS

WEDU is West Central Florida’s leading PBS station reaching 16 counties through media platforms including on-air programming and online experiences that broaden horizons, transport and transform and open gateways to new ideas and new worlds. Financially supported by the community, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multi-media platforms including: television programming, station website, www.wedu.org and various social media platforms, monthly member magazine *Premiere*, educational outreach activities and a myriad of special events. WEDU’s focus on the local community has resulted in the station being regarded as a beacon of trust for men, women and children of every walk of life no matter their age, ethnicity or socio-economic status. WEDU is a treasured community resource; a window to the world for the homebound and a vital educational source for the youngest members of society. WEDU prides itself on its position in the Tampa Bay community as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America (ORC International’s DualFrame CARAVAN, January 2014). For more information, program schedules or to support WEDU visit www.wedu.org; WEDU Public Media on Facebook and Twitter (@wedupbs) or call (813) 254-9338.

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