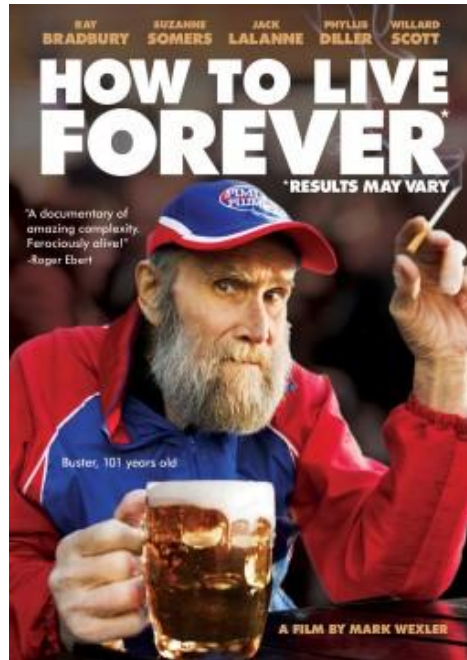


FOR IMMEDIATE RELEASE



**A UNIQUE LOOK AT AGING AND THE MEANING OF LIFE: "HOW TO LIVE FOREVER"  
RELEASES JUNE 5 ON DIGITAL AND DVD; JULY 1 ON VOD**

"A documentary of amazing complexity. Ferociously alive!"  
– Roger Ebert, *Chicago Sun-Times*

"Engaging...remarkably spry and lighthearted!" – *The New York Times*

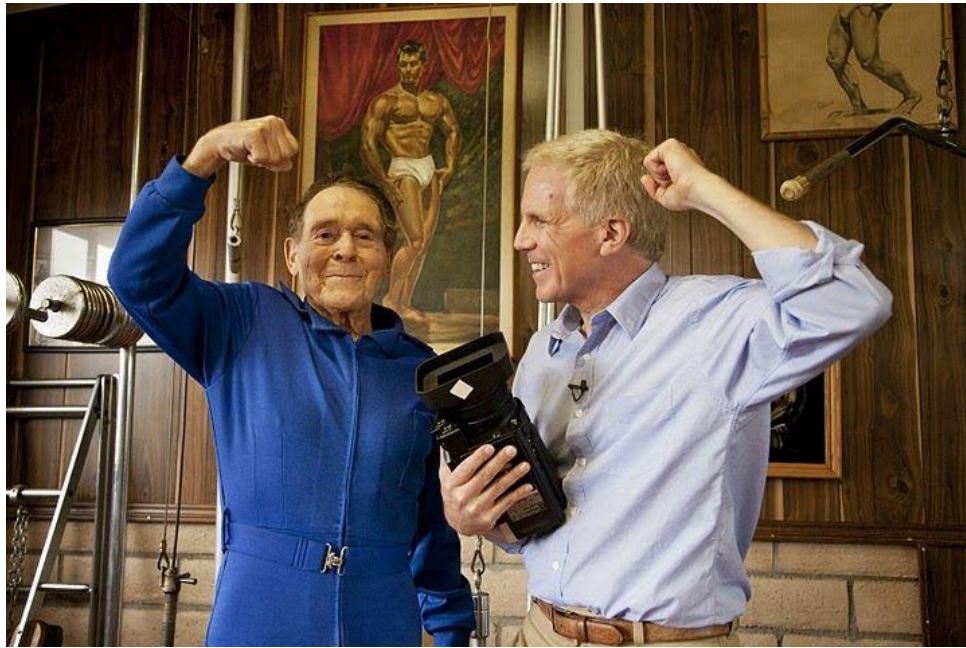
**May 9, 2012 – New York, New York** –Life expectancy in the U.S. is currently 78 years, yet many people are living longer than ever before. What is the secret to a long and meaningful life? Filmmaker Mark Wexler (*Tell Them Who You Are*) is determined to find out and **HOW TO LIVE FOREVER** is the culmination of his worldwide trek to investigate just what it means to grow old and what it could mean to really live forever.

Wexler's curious and sometimes troubling enquiry into the subject was prompted by the passing of his mother, the receding of his hairline, and the arrival of his AARP card in the mail. What began initially as a study in life-extension evolved into a thought-provoking examination of the meaning of life.

In **HOW TO LIVE FOREVER**, Wexler contrasts the wisdom of centenarians, advice of longevity experts and tips from exercise gurus against the surprising insights of funeral

directors and food critics. He explores first-hand the viewpoints of delightfully unusual characters -- a 101-year-old chain-smoking, beer-drinking marathoner, a laughter yoga expert, a Japanese elder porn star -- alongside the opinions of health, fitness and life-extension experts in an engaging way, and he challenges our notions of youth and aging with comic poignancy.

"There was something exquisitely moving about being in the presence of all my elderly subjects. These were people who'd lived through turbulent times and faced great adversity, yet no matter where they were or what their background, they all shared remarkable grace, humor, and resilience," Wexler said.



***HOW TO LIVE FOREVER*** includes entertaining archival film footage and features in-depth interviews with the late fitness guru **Jack LaLanne**; self-help author and actress **Suzanne Somers**; authors **Ray Bradbury**, **Marianne Williamson** and **Pico Iyer**; comedy legend **Phyllis Diller**; TV personality **Willard Scott** and best-selling author and futurist **Ray Kurzweil**, among others.

The film releases on standard digital platforms and DVD on June 5 and on-demand July 1, following a critically acclaimed national theatrical release in 2011. It was an official selection in several film festivals, including the Hawaii International Film Festival and the Santa Barbara Film Festival.

***HOW TO LIVE FOREVER*** is produced and directed by Mark Wexler; co-produced by Mark Luethi; edited by Robert Demaio. The DVD includes over an hour of bonus scenes and interviews.

Pricing:	\$29.95 US
Runtime:	94 mins. + extras

Rating:	NR
Catalog #:	NNVG268520
Language:	English
Color:	Color
Audio Format:	Dolby Digital 2.0 Surround
Genre:	Documentary

### **About Mark Wexler (Producer/Director)**

Mark S. Wexler is one of America's preeminent documentary filmmakers and an award-winning photojournalist. He is known for producing films that present vivid characters and complex relationships with honesty and wit. Wexler's films include *Seeing Double*, *Me & My Matchmaker*, *Air Force One*, and the critically acclaimed feature documentary, *Tell Them Who You Are*, which was on the Associated Press' list of the Top 10 Films of 2005 and Roger Ebert's Top 10 Documentaries of the year. Mark has also enjoyed a long career as a distinguished photojournalist. His work, prized for its quirky perspective, has appeared in such publications as *Time*, *Life*, *National Geographic*, *Smithsonian* and *The New York Times*. He is the recipient of numerous World Press Awards for Outstanding Photojournalism. Wexler has covered assignments in over seventy countries in the last twenty years. In addition to periodicals, Mark has been a major contributor to eight volumes in the popular *Day in the Life* book series, covering such diverse locations as Spain, Hawaii, Russia, Japan, Italy, Ireland and America. His work is also prominently featured in the books *The Power to Heal*, *Passage to Vietnam* and *24 Hours in Cyberspace*. His own book, *Hollywood*, was published by Random House. Mark's photographs have been exhibited in galleries throughout the world, including the International Center of Photography in New York.

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

### **About Docurama Films**

In 1999, **NEW VIDEO** launched **Docurama Films®** with the first feature documentary ever available on DVD: D.A. Pennebaker's *Bob Dylan: Dont Look Back*. Twelve years and 300 award-winning, highly-acclaimed titles later, Docurama continues to discover and release the greatest non-fiction films of our time while spreading the word about filmmakers who are taking the form to new heights. Docurama's catalog features the performing and visual arts, history, politics, the environment, ethnic and gender interests, and all-time favorites including *The Wild Parrots of Telegraph Hill*, *Andy Goldsworthy: Rivers and Tides* and *King Corn*. Recent titles include the 2011 Oscar®-nominated film, *Gasland*, and the 2012 Oscar®-nominated films, *Hell and Back Again* and *Paradise Lost 3: Purgatory*.

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

### **About New Video**

New Video is a leading entertainment distributor and the largest aggregator of independent digital content worldwide. Headquartered in New York City, with an international presence in 45 territories, the company delivers feature films, TV programs and web originals via digital download, streaming, video-on-demand, Blu-ray, DVD, and theatrical release. In 2011, New Video bowed Oscar®-nominated *Hell and Back Again* and South American blockbuster *Elite Squad: The Enemy Within* in US theaters. Through a new partnership with digital exhibitor Cinedigm Entertainment Group, New Video is poised to bring more independent films to theaters nationwide. New Video streamlines distribution and marketing for filmmakers and partners, bringing a wide variety of fresh content to new audiences. The company's library includes original TV series and movies from A+E® Home Entertainment, HISTORY™, and Lifetime®, unforgettable games and trophy sets from Major League Baseball®, storybook treasures from Scholastic®, award-winning documentaries from

Docurama Films®, next-gen indies from Flatiron Film Company®, and acclaimed independent films and festival picks through partnerships with the Sundance Institute and Tribeca Film. New Video is proud to distribute many Oscar®-nominated documentaries including *Gasland*, *Waste Land*, *Paradise Lost 3: Purgatory* and *Hell and Back Again*.

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

**For more information, please contact:**

Luis Garza; 646-259-4144;  
lgarza@newvideo.com

For Box Art:

<http://www.newvideo.com/featured-releases/how-to-live-forever/>