



Health, Science & Nonprofit
Communications/Public Relations

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For Immediate Release

**TARTAGLIA COMMUNICATIONS TO PROMOTE *NOT AS I PICTURED*, NEW FILM
BY PULITZER PRIZE-WINNING PHOTOJOURNALIST JOHN KAPLAN**

***Kaplan Launches Humanitarian Project to Give Away 10,000 Copies of His Film
To Cancer Patients and Families; Film Will Air on PBS***

SOMERSET, NJ – April 18, 2011 – Tartaglia Communications has been tapped to launch *Not As I Pictured*, a new film by Pulitzer Prize-winning photojournalist John Kaplan, which chronicles his journey through lymphoma. The film, which will air on PBS stations nationwide beginning in September, has won critical acclaim. The DVD is accompanied by an educational kit produced with the American Society of Clinical Oncology (ASCO), which addresses the emotional side of cancer with coping and lifestyle tips for patients, caregivers and survivors.

Tartaglia Communications specializes in developing strategic communications and public relations solutions for health, science and not-for-profit organizations. Tartaglia's *Not As I Pictured* assignment includes national, local and trade media relations; speaking engagement outreach and coordination; and contact with health care organizations.

"We are thrilled to be selected for this assignment, as this powerful film will help many people affected by cancer, and it's imperative that it gets the national visibility it deserves," says Dennis Tartaglia, president.

Kaplan has launched a major humanitarian initiative to give away 10,000 copies of his film to anyone who has been touched by cancer. He travels to oncology conferences, hospitals, and support centers nationwide to share his motivational story of overcoming cancer, and his hope-infused message that cancer today is often treated as a chronic illness, rather than a death sentence.

"I chose Tartaglia Communications because of their outstanding reputation in the field, proven track record, and hands-on, personalized service," says Kaplan. "Their media contacts and relationships within the health care community will be critical to getting the film into the hands of the people who need it most."

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John Kaplan is one of America's most accomplished narrative photographers, having been awarded the Pulitzer Prize for Feature Photography, POY National Newspaper Photographer of the Year, the Overseas Press Club Award, two Robert F. Kennedy Awards, and the Nikon Documentary Sabbatical Grant. A professor of journalism at the University of Florida, Kaplan has been named a Fulbright Scholar and has twice been selected as a Pulitzer Prizes juror. He is the author of two books, *Photo Portfolio Success* and *Mom and Me*.

Tartaglia Communications develops high-impact, strategic communications programs for a range of health, science and not-for-profit organizations. The firm and its principals have designed award-winning campaigns for well-known national organizations like The Robert Wood Johnson Foundation, Brookhaven National Laboratory and Columbia University Medical Center, as well as for biopharmaceutical startup companies, regional hospitals, and local not-for-profit organizations. The firm's principals, Dennis and Sheila Tartaglia, draw on their extensive expertise and network of contacts to deliver customized programs that help clients reach their business, policy and educational objectives.

Tartaglia Communications and its principals have earned more than two dozen top awards, including the Public Relations Society of America's *Silver Anvil* and *Bronze Anvil*, and PRWeek's *Healthcare Campaign of the Year*. Earlier this month, the firm won two *Bulldog Awards for Excellence in Media & Public Relations Campaigns* for a campaign done in collaboration with the U.S. Department of Energy's Brookhaven National Laboratory. To learn more about Tartaglia Communications, please visit <http://www.TartagliaCommunications.com> or call (732) 545-1848.

Visit www.NotAsIPictured.org to view the film trailer, order a free copy for personal use, download a media kit, or inquire about John's availability to speak in your community. The website also features extensive ASCO educational resource links. Although the film is free for personal use, organizations and libraries pay license fees that help support the program's long-term humanitarian goals. *Not As I Pictured* has 501(c)(3) charity status and welcomes donations. To join the conversation about the film, please visit www.facebook.com/NotAsIPictured

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