



# SIGMA GAMMA RHO SORORITY, INC.

## INTERNATIONAL HEADQUARTERS

*A Non-governmental Organization Associated with the United Nations Department of Public Information*

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### **FOR IMMEDIATE RELEASE**

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### Sigma Gamma Rho Sorority, Inc. Partners with Lionsgate® in support of the Nationwide release of **PRECIOUS: BASED ON THE NOVEL 'PUSH' BY SAPPHIRE**

(Cary, NC) - Sigma Gamma Rho Sorority, Inc. today announced its partnership with Lionsgate to drive and sponsor forums for candid discussion on child abuse, low self-esteem, teen pregnancy and other challenges faced by many of today's youth in conjunction with the studio's release of the film **PRECIOUS: BASED ON THE NOVEL 'PUSH' BY SAPPHIRE**, opening in select theatres November 6, 2009 and nationwide November 20<sup>th</sup> 2009.

**PRECIOUS: BASED ON THE NOVEL 'PUSH' BY SAPPHIRE** is a vibrant, honest and resoundingly hopeful film about the human capacity to grow and overcome. Set in Harlem in 1987, it is the story of Claireece "Precious" Jones (Gabourey Sidibe), a sixteen-year-old African-American girl born into a life no one would want. She's pregnant for the second time by her absent father; at home, she must wait hand and foot on her mother (Mo'Nique), a poisonously angry woman who abuses her emotionally and physically. School is a place of chaos, and Precious has reached the ninth grade with good marks and an awful secret: she can neither read nor write.

Precious may sometimes be down, but she is never out. Beneath her impassive expression is a watchful, curious young woman with an inchoate but unshakeable sense that other possibilities exist for her. Threatened with expulsion, Precious is offered the chance to transfer to an alternative school, Each One/Teach One. Precious doesn't know the meaning of "alternative," but her instincts tell her this is the chance she has been waiting for. In the literacy workshop taught by the patient yet firm Ms. Rain (Paula Patton), Precious begins a journey that will lead her from darkness, pain and powerlessness to light, love and self-determination.

With focus on issues which impact young women on a daily basis, Sigma Gamma Rho Sorority, Inc. develops and maintains community alliances to drive strategies that promote smart decisions by

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young people. Starting with the limited release on November 6 and then wide on November 20<sup>th</sup>, Sigma Gamma Rho Sorority Inc. will host local community forums nationwide in at least 22 cities with the support of numerous community partners.

“Sigma Gamma Rho Sorority, Inc. is pleased to be able to join with Lionsgate to address a very poignant crisis facing young women,” said 22nd International Grand Basileus Joann Loveless. “The candidness and explicit details have earned the movie an R rating, but we encourage everyone age 17 and up to go see this graphic tale about unimaginable teen and family struggles being suffered by millions every single day. This movie and the sponsored forums will create dialogue toward increasing awareness and finding solutions to the issues.”

In addition to Lionsgate, Sigma Gamma Rho is working nationally with the National Campaign to Prevent Teen and Unplanned Pregnancy in this venture to sound a call to action and to highlight some of the important issues raised in the film, including the importance of developing positive and sustaining relationships, encouraging mentoring, and avoiding too-early pregnancy and parenting.

Life shaping ideals are the hallmark of the sorority's community service initiative, *H<sup>3</sup> It's All About ME!: Healthy Choices, Healthy Living and Healthy Generations*, designed to support Sigma Gamma Rho's Project Reassurance program which is geared specifically toward young teens. The release of the movie *Precious* also coincides with the sorority's 87<sup>th</sup> Founders Celebration. Sorority members will host community service activities supporting this program throughout the year.

Sigma Gamma Rho Sorority, Inc. was founded on November 12, 1922 on the campus of Butler University in Indianapolis, Indian by seven schoolteachers. The sorority's aim is to enhance quality of life in the community. Public service, leadership development and education of youth are the hallmark of the organization's programs and activities. To locate movie showings and events hosted by chapters and to learn more about Sigma Gamma Rho Sorority, Inc. and its service initiatives, log onto [www.sgrho1922.org](http://www.sgrho1922.org)

### About Precious

Lionsgate in association with Oprah Winfrey and Tyler Perry present A Lee Daniels Entertainment / Smokewood Entertainment Group Production of PRECIOUS: BASED ON THE NOVEL 'PUSH' BY SAPPHERE, directed by Lee Daniels from a screenplay by Geoffrey Fletcher based on the book *Push*, a novel by Sapphire. The film stars Mo'Nique, Paula Patton, Mariah Carey, Sherri Shepherd, Lenny Kravitz and introduces Gabourey Sidibe. PRECIOUS was produced by Lee Daniels, Sarah Siegel-Magness and Gary Magness. Oprah Winfrey, Tyler Perry, Lisa Cortés and Tom Heller are Executive Producers; Simone Sheffield serves as Co-Executive Producer; Mark G. Mathis is Co-Producer; and Asger Hussain serves as Associate Producer.

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## About Lionsgate

Lionsgate (NYSE: LGF) is the leading next generation studio with a strong and diversified presence in the production and distribution of motion pictures, television programming, home entertainment, family entertainment, video-on-demand and digitally delivered content. The Company has built a strong television presence in production of prime time cable and broadcast network series, distribution and syndication of programming through Debmart-Mercury and an array of channel platform assets. Its feature film business achieved a number one box office opening weekend in September 2009 with the eighth film in the Tyler Perry franchise, I CAN DO BAD ALL BY MYSELF, and has generated more than \$400 million at the North American theatrical box office during the past 12 months. The Company's home entertainment business has grown to more than 7% market share and leads the industry in its box office-to-DVD revenue conversion rate. Lionsgate handles a prestigious and prolific library of approximately 12,000 motion picture and television titles that is an important source of recurring revenue and serves as the foundation for the growth of the Company's core businesses. The Lionsgate brand remains synonymous with original, daring, quality entertainment in markets around the world.

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

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