

## **FOR IMMEDIATE RELEASE**

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### **Facing unlikely challenges, business partners embark on mission impossible to offer a gift to America - FREE health care, in hopes of influencing health care reform.**

San Diego, CA – March 17, 2010 – After a few months of failed attempts to raise money for worldwide humanitarian organization, Global Flying Hospitals and their Health 4 America (H4A) initiative, The Jay Brown Network, Inc. alongside several business partners have joined forces to launch The Sundance King, a project that has set a goal to get 1 Million people to make a sacrifice and ‘show their Sundance’ by supporting the Health 4 America Initiative. H4A is a 20-city journey across the U.S. where multi-day FREE health clinics will be provided for Americans without adequate access to health care. To raise money and awareness for the H4A initiative, the group will be producing a TV series casting popular celebrities & Joes teaming up and competing against other teams to raise money for H4A, and a chance to be crowned The Sundance King.

In December of 2009, friends and business partners, Jay Brown, Kunyarara Pollard, Melissa Johnson, Dalia Afifi and Derek Smith came together to do what they always do during the holidays, host charity events to give back. Over the next several months, the partners experienced the most unlikely challenges while attempting to raise money for H4A by producing entertainment that would feature the world’s most popular celebrities.

While facing these challenges, the group became more aware of the dire need for health care in the U.S.

Today, in the USA, over 47 million are under-insured or uninsured ... which means limited or no access to medical care. And 44,789 on average die each year due to a lack of health care. While Washington is in deep turmoil over the health care bill, the citizens are in need.

“America does an amazing job helping other countries in times of need. Well, America is now in a time of need and it’s time we start helping our own. It’s harder to take care of others when your own basic needs aren’t being met!”, says Jay Brown, co-founder of The Sundance King.

Their mission is to embark on a journey to get 1 Million people to ‘show their Sundance’ and make a small sacrifice by donating at least \$10. Each of the 3-day clinics will cost anywhere from \$200,000-\$500,000 to produce and funds will be

needed to rent venues and provide security, transport, marketing, utilities, and cover service fees.

Donors can easily contribute and help make these free clinics a reality for Americans by using a mobile phone to text the letters **GFH** to the number 85944, and your donation will be charged on your next cell phone bill.

Show Your Sundance became the group's motto after finding the 'Sundance' was an old Native American tradition where individuals would make a personal sacrifice by dancing for hours without food or water until complete exhaustion, for the good of their community and their OWN good.

Alongside Global Flying Hospitals, the partners are now asking others to join in support of the Health 4 America initiative and SHOW THEIR SUNDANCE!

#### About The Jay Brown Network

The Jay Brown Network (The JBN) is a multimedia company specializing in the production of branded entertainment. Based out of San Diego, The JBN currently has several divisions that include a music licensing company, event production company, Internet TV network, and entertainment consulting business. Visit [www.thejaybrownnetwork.com](http://www.thejaybrownnetwork.com) for more info.

#### About Global Flying Hospitals

Founded in 2001, Global Flying Hospitals is a humanitarian resource provider for the world's medical charities. Their resources include the Boeing 747 Teaching Hospital, quick-build modular field clinics, rapid deployment inflatable hospitals and emergency power resources, along with training and professional development for medical professionals in developing countries via the GFH e-learning tele-medicine programs. Their main purpose is to help in providing health care to those who do not have access. Visit [www.globalflyinghospitals.org](http://www.globalflyinghospitals.org) for more info

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More information can be found at <http://TheSundanceKing.com>, <http://GlobalFlyingHospitals.org>, and <http://Health4America.org>