

DIGITAL DEMOCRACY STUDIOS PREMIERES
“HITTING ROCK BOTTOM”
A TV QUALITY DOCUDRAMA WEB SERIES.
REAL STORIES OF ADDICTION AND RECOVERY.
FRIDAY, APRIL 12, 2013



“I had no clue that this one little rock could cause all these problems.” Darryl Brown

April 1, 2013 - Brooklyn, NY - *Hitting Rock Bottom* tells the real stories of real people’s struggles with drug and alcohol addiction. From their darkest moments to their ultimate triumph, each season explores one individual’s life through the whole journey of addiction and recovery. In season 1, Darryl leaves his abusive home and starts a new life as a bartender at a high-end New York City nightclub where he is introduced to alcohol and drugs by co-workers and friends. Before long, he ends up in a crack house and on the streets, and becomes target practice for a gang of psychotic criminals. How does Darryl manage to rise above the insanity?

Corey Snyder, director of *Hitting Rock Bottom*, draws from his personal battle with addiction. From the first AA meeting, he was moved by the stories that others shared. “Hearing these stories week after week was a huge part of my recovery,” Corey said. “That’s why I wanted to create a show that depicts the very stories that compelled me to live a clean life, to reach others who are struggling the way I was.” Now five years sober, Corey has channeled his inspiration into a show that has a message – there is hope and there is help.

Hitting Rock Bottom, a Digital Democracy Studios production, launches on Friday, April 12, releasing the first half of season 1 with a new 3-4 minute episode available every Friday over four weeks. Episodes can be viewed at www.hittingrockbottomshow.com, on YouTube, Blip.tv, and QliqPlay, a new platform for curated web series. New episodes will be announced through a mailing list (sign up at www.hittingrockbottomshow.com), on Twitter (@HRBshow), and on Facebook (HittingRockBottomShow).

“There are many factors that lead people to substance abuse. And for so many, including me, it starts from our childhood – a broken home, abusive family, or alcoholic parents,” Corey explained. “There aren’t enough shows out there that focus on the people who suffer from addiction, what they have to cope with, how they come to recovery, and how the people around them contribute to or enable the addiction.” *Hitting Rock Bottom* is often suspenseful. Halfway through watching Darryl’s story, it’s hard to imagine how he’s going to come out on top. “In the end, we want the people who are struggling to know that there is a way out from their addictions,” JJ Ko, producer of *Hitting Rock Bottom*, added, “and that is why we end every season on a high note.”

“We aimed to make the highest quality show possible,” JJ, who co-executive produced the show with Corey, said, “and we did.” *Hitting Rock Bottom* rivals any show on network television in quality and content. “We want to continue delivering the best show we can, and we want to do this with the help from our audience.” A crowdfunding campaign is set to start on May 3rd to raise production funds for the second half of season 1, currently scheduled to be released in the fall.

To further their outreach, the makers of *Hitting Rock Bottom* are also creating a number of trans media projects to be released in conjunction with the show’s premiere, as well as an awareness campaign in September which is National Recovery Month. For more information on the series, trans media projects, or awareness campaign, email HittingRockBottomShow@gmail.com.