

FOR IMMEDIATE RELEASE



Contact:

Jerry Moyer

JEMI, LLC

www.iamreadytofight.com

(610) 468-8225

jerry@iamreadytofight.com

'FIGHT – The Movie' Website Goes Live to Support October Premiere and DVD Release

Reading, PA – (27-Mar-10) The buzz around the anticipated release of **FIGHT – The Movie** on Tuesday, October 6th grows louder with the launch of the official movie website, www.iamreadytoFIGHT.com, by [Philadelphia area website design and development company](#), **Media Fusion Technologies** (MFT) of Boyertown. A portion of the proceeds equaling \$2 from the sale of every DVD is being donated to the **Cystic Fibrosis Foundation**.

FIGHT shares inspirational real-life stories of 11 everyday people who confront daunting challenges in their lives and choose to fight. Most of the characters featured in the movie are from the Berks County, PA region according to **Jerry Moyer**, the movie's writer, director and narrator.

"Most of the people featured in the movie are not celebrities. They are real people who have done some pretty amazing things in their lives by waking up each day and taking the action necessary to make them happen," he said. "While others sat around dreaming, these people have been fighting. Anyone who watches this movie is going to know that it's actually possible to go after his or her dreams, not just think about them."

The modern and edgy FIGHT website design features MFT's comprehensive multi-media package which provides visitors with enticing audio and video clips from the movie as well as exclusive first-hand insight from the producers and characters on what they feel makes FIGHT special and a *must see*.

The engine behind the curtains of FIGHT is MFT's Online Shopping Cart and Automated Reporting (OSCAR) solution, a full-featured, total solution to eCommerce. With OSCAR, Website owners can fully manage their products / services, details, coupons, quantity discount pricing, club pricing, shipping, etc. in addition to providing customer account profile management, searchable database features and all other important considerations for a complete online shopping solution.

To meet FIGHT's search engine placement needs, MFT's Search Engine Optimization (SEO) program was the answer. Through further proprietary programming, MFT has developed a dynamic, cohesive and enhanced SEO system to deliver consistent top placement across all major search engines. This system utilizes the robust framework of Microsoft .NET in conjunction with advanced SEO programming and techniques that have been developed over the past ten years by MFT's experts. MFT's SEO program also functions in concert with the OSCAR module to provide dynamic optimization of all online store items.

In addition to the website, MFT provided design and production services for the DVD, movie posters, tickets and other supporting print materials.

Early endorsements for the movie have come from such notables as **Penn State Football Head Coach Joe Paterno** who said, "If you want to be a champion, you need to FIGHT!"

Additional support comes from **Mark Victor Hansen**, co-creator of the #1 New York Times best selling series **Chicken Soup for the Soul**[®], co-author of **Cracking the Millionaire Code**, **The One Minute Millionaire** and **Cash in a Flash**; and author of **Richest Kids in America** who said, "Jerry Moyer was determined to make a great movie and nothing was going to stop him. When he was a member of my 'MEGA INNER CIRCLE', he gave life to his dream. The result... 'FIGHT-The Movie'. Are you ready to make your dream come true? Watch this movie!"

Complete information on 'FIGHT – The Movie' including online ordering and additional details on the Affiliate Partners Program can be found by visiting www.iamreadytoFIGHT.com or by contacting Jerry Moyer at (610) 468-8225 or emailing to jerry@iamreadytofight.com.

###