

October 2018
Falmouth, MA
FOR IMMEDIATE RELEASE

U.S. Premiere of Being There features Compassionate Care ALS
Founder/Executive Director Ron Hoffman
Media Contact:
Ron Hoffman
Phone: (508) 951-4644
Email: Ron@ccals.org

The United States premiere of the award-winning film Being There - Da Sein will be held on Martha's Vineyard on Sunday, October 28 at 4pm at Martha's Vineyard Film Center. A second screening will occur on Thursday, November 1 at 7pm at Kendall Square Cinema in Cambridge.

The film Being There - Da Sein shares the stories of four individuals from different cultures providing end-of-life care. By confronting their own mortality, they examine how to show up for people in the last period of life and how this connects to their own journey again and again, reflecting upon their relation to death and dying.

The protagonists (Ron Hoffman, USA, Elisabeth Würmli, Switzerland, Alcio Braz, Brazil and Sonam Dölma, Nepal) raise the question of whether we should adopt a new Ars Moriendi in today's time; a new art of dying - as was the case in the Middle Ages - that would acknowledge dying as a vital part of life which could enrich our lives by consciously dealing with our death.

Both screenings will feature a Q&A with CCALS Founder, Ron Hoffman along with the film's director, Thomas Lüchinger of Switzerland. Proceeds from the Martha's Vineyard screenings will benefit the Hospice of Martha's Vineyard while the Boston screening will benefit Compassionate Care ALS.

The mission of CCALS is to support families living with an ALS diagnosis, an incurable neurological disorder that takes an enormous emotional and physical toll on patients and their families. For 20 years the Falmouth-based non-profit organization has provided more than eighteen hundred families across the country with support as they navigate the many complexities and challenges of the disease. CCALS provides guidance and awareness to individuals living with ALS and their caregivers as well as end of life support, educational workshops, Medicare/Medicaid assistance and equipment.

Since 1981, Hospice of Martha's Vineyard has been providing end-of-life care at no cost for end of life patients and their loved ones. The hospice has a dedicated team of nurses, bereavement counselors, and caring volunteers united in a mission to provide quality hospice and bereavement services without charge to all who are facing serious illness, grief and death. Hospice of Martha's Vineyard provides personalized care at home, the hospital or extended care facilities and meet the physical, emotional and spiritual needs of patients and their families.

For more information about the event, please visit ccals.org/events/being-there/

####