

## **Motivated To Act Launch Party, Red Carpet and Film World Premiere**

FOR RELEASE: March 27, 2023

Media Contact: Marzena Jakubowski, COO Motivated To Act:  
[Marzena@MotivatedToAct.org](mailto:Marzena@MotivatedToAct.org)

It started with a simple story for primary school children. A character who looked different from everyone around him. He was a target for bullying.

That idea not only launched an award-winning book series and films featuring Junga the Dancing Yeti®, but propelled its author, Stephen Tako, and his collaborators to create a non-profit organization to develop the "Confident Life™" anti-bullying program for kids.

Motivated To Act, will hold its Launch Party in true California fashion – walking the red carpet, enjoy complimentary refreshments, network with creators and educators, and enjoy the World Premiere Showing of the new Junga the Dancing Yeti® short film, "Yeti, Set, Go!" starting at 5:30 p.m. April 26 at the UC San Diego Faculty Club, (near 270 Muir Lane) in La Jolla.

"Yeti Set Go!" is a football-based film featuring the voices of five former NFL players: Brian Sipe, Dave DesRochers, Brett Faryniarz, Marques Ogden and J.R. Tolver. The film is located on the mountain on which Junga lives and is the location of a popular football game. The game sheds light on respecting others on and off the field and helps children understand the importance of sportsmanship and of treating others with kindness.

Ironically, four of the five players are alumni of San Diego State University and two are speaking that evening.

Launch Party speakers of Motivated To Act will be Tako, DesRochers, Faryniarz, Tammy Motola, Ph.D., co-founder of Rezilir Health and a MTA Board Member and Lynn Tang, director of International Kids' Film Festivals, Film & Broadway Musical Producer.

"The San Diego Cooperative Charter School has agreed to pilot our program this year for K-3rd grades. Once the program is fully vetted with measurable goals attained, we will open the program on a national and then international level."

"Thanks to our alignment with Dr. Mike McQuary at Sister Cities International, 15 of our books were donated last month to five school libraries in Cape Town South Africa. McQuary has endorsed our most recent book and is very excited with how our Confident Life™ program can help reduce bullying to children in their formative years," Tako said.

“Also thanks to Sister Cities, we have had meetings with high school teacher Tim Stiven whose class project is helping us to translate our books and programs into eight additional languages,” he added.

A limited number of tickets are available, with a suggested donation of \$40, at <https://www.motivatedtoact.org/>.

There is still time to add your name to the sponsors for the big event, including a Title Sponsor whose name will appear on the Red Carpet Marquee in addition to other perks. Sponsors so far include Platinum Sponsors: Rezilir Health; Harmony Mama Law; Christy White Associates. Gold Sponsors: JYT LAW; Gary Spatz's The Playground; The First & Goal Project; Li Zhang and Family. Bronze: Nancy Gatschet; Jennifer Jeffries; Dianne Day & Brad Nemeth.

MTA is a 501(c)3 non-profit organization and will provide donation receipts upon request. Please contact your tax planning provider for questions on what percentage of donations are tax deductible for you and your business. Visit [www.MotivatedToAct.org](http://www.MotivatedToAct.org) for more details.