

FOR IMMEDIATE RELEASE

Hospitality College rolls out red carpet for film screening: *Darius Goes West*

ORLANDO, Mar. 12, 2009 – How would you make a difference if there were only a few years left to do it? DARIUS WENT WEST! UCF's Rosen College of Hospitality Management is hosting a free screening of the award-winning documentary *Darius Goes West* on Thursday, April 9. The event is open to the public and will take place at 6 p.m. in the college's Darden Auditorium located at 9907 Universal Blvd. in Orlando.

In this multi-award-winning documentary, fifteen-year-old Darius Weems and eleven of his best friends set off across America with the ultimate goal of getting his wheelchair customized on MTV's *Pimp My Ride*.

Not only does Darius Weems bravely face his own inevitable fate with Duchenne Muscular Dystrophy (DMD), but through his unflinching humor and his extraordinary laugh, he sparks a revolution in the lives of everyone who crosses—and then shares—his courageous path.

Along the way, Darius and his crew evaluated wheelchair accessibility at many of America's major tourist attractions and raised awareness of DMD by holding over a dozen press conferences. The result is a rarely seen testament to the explosive idealism of today's youth, as well as a vivid portrayal of adventure, of brotherhood, and of the character and strength it takes to shed light on an uncertain future.

Part revolution, part revelation, this film proves to people of all ages how life, even when imperfect, is always worth the ride.

"*Darius Goes West* is not a depressing disease-of-the-week movie. In fact, if anything, the film is an amazing celebration of life." – David Walker, *DVD Talk*

All proceeds of the movie are donated to DMD research in hopes of finding treatment or a cure for this disease.

For more information, please visit www.dariusgoeswest.org

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About UCF Rosen College of Hospitality Management

Located in the heart of the tourism and hospitality industry, Orlando, the Rosen College of Hospitality Management is dedicated to the values of professionalism, leadership and service. The mission of the Rosen College of Hospitality Management is to develop future generations of global hospitality and tourism leaders representing all industry segments in the hospitality capital of the world, through innovative academic programs, cutting edge research and strong industry and community partnerships.

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