

## **Holiday MADD PSA Inspired By Tragic Death Of “a Christmas Story” Director**

*By Film Pharm, Inc*

*Dated: Dec 21, 2009*

*In 2007, Bob Clark, director of “A Christmas Story” was killed by a drunk driver. MADD is launching Holiday PSA with scenes from new film, “ClarkWORLD” about Clark's legacy.*

DALLAS – “ClarkWORLD”, written and directed by filmmaker, Deren Abram (now a Denver resident), is a heartwarming and poignant documentary film about Abram’s friend and mentor, Bob Clark, the film director of the holiday classic “A Christmas Story”. Bob Clark and his 22-year-old son, Ariel, died April 4, 2007 in a drunk driving crash.

“ClarkWORLD” had its Denver premiere on December 10th at the Starz FilmCenter, with all ticket proceeds benefiting MADD along with profits from a silent auction that included leglamps and other memorabilia from “A Christmas Story”. “ClarkWORLD” is now available everywhere on DVD and is also available on the local Movies on Demand cable channel, as well as on Amazon VOD.

Resulting from the premiere’s success, Abram and MADD are now using clips from “ClarkWORLD” in a new Holiday campaign to help prevent drinking and driving. The PSA centers around “A Christmas Story” fans in celebration and quoting their favorite line from the movie with a dramatic shift to reveal the preventable tragedy of the revered director’s death, followed by MADD’s favorite line: “Don’t Drink and Drive”. The sixty-second version of the PSA includes comments from Scott Schwartz who played “Flick”, the kid in “A Christmas Story” whose tongue stuck to the pole, and comments from Kim Cattrall, a fave of Bob Clark, who appeared in many of his movies including her career changing role in his raunchy box-office hit “Porky’s”.

Unfortunately, nationally thousands of drivers make the deadly decision to drive drunk. In 2008, estimated 11,773 people were killed in crashes where a driver had a blood alcohol concentration (BAC) of .08 or more. The holidays between Thanksgiving and New Year’s Day are one of the most dangerous times on the nation’s roadways. During last year’s New Year’s Eve enforcement period, 578 people were arrested for DUI. Increased law enforcement on highways is a critical deterrent for party-goers, and helps stop drunk drivers before they kill or injure others.

"ClarkWorld" is a celebration of a Clark’s work who tried to make the movies as he saw 'em and didn't particularly care what the rest of the world thought. Though it does not dwell on the circumstances of Clark's death, it clearly sends the message that drinking and driving senselessly kills and needs to end now.

For Abram, putting together the picture was a form of therapy. "Bob was my friend and mentor for over a decade," Abram says. "It was just such a senseless, tragic loss. My whole philosophy behind these projects is doing something good and maybe something good will come out of it" says Abram.

MADD hopes so too. With MADD’s continuous efforts against drinking and driving, and the cooperation of the networks airing this PSA, maybe something good will come out of it by saving lives.

### About MADD

Founded in 1980, MADD's mission is to stop drunk driving, support the victims of this violent crime and prevent underage drinking. MADD’s Campaign to Eliminate Drunk Driving calls for intensive, high-visibility law enforcement, mandatory ignition interlocks for all convicted drunk drivers, development

and exploration of advanced vehicle-based technology and community support. MADD is a 501c(3) non-profit, grassroots organization with approximately 400 affiliates and 2 million members and supporters nationwide. MADD's trained victim advocates served 46,000 victims/survivors in 2006. For more information, please visit [www.madd.org](http://www.madd.org) or call (800) GET-MADD. Victims/survivors can reach MADD 24 hours, seven days a week, 1-877-MADD-HELP

**ABOUT ClarkWORLD:**

Every year, over 40 million people tune in to watch the holiday classic film "A Christmas Story" which has become more than just tradition--it's truly part of American culture. "ClarkWORLD" is an inside look into the life, works, and tragic death of famed film Director, Bob Clark, who brought us some of the greatest movies ever made... but also some of the worst.

"ClarkWORLD" celebrates the good, bad and ugly of Bob Clark's career. A warm tribute and a sentimental story of a storyteller that is jam-packed with big stars like Kim Cattrall, Jon Voight, Denise Richards, Mary Steenburgen, Scott Baio, and of course, Peter Billingsley who plays "Ralphie" in Bob Clark's legacy film, "A Christmas Story".

"ClarkWORLD" is now available everywhere on DVD and is also available on the local Movies on Demand cable channel, as well as on Amazon VOD. The DVD is also available from the film's website at [www.clarkworldfilms.com](http://www.clarkworldfilms.com) with \$5 per DVD sale going to MADD.

**About Deren Abram**

In 1998, Deren formed his own company, Film Pharm, Inc.-- where he continues to serve as the company's Visual Supervisor and C.E.O.-- working for various TV projects including ESPY Awards, X-Games, Food Network's "Everyday Italian" and ABC Sports/ NFL's Monday Night Football-- for which he won an EMMY (2003) and was twice nominated in 2004.

Abram recently lost his other close friend and mentor, comic actor Dom DeLuise who is remembered in another new release, "According to Dom". Starring Burt Reynolds, Charles Durning, Dick Van Patten, Jeffrey Ross and David DeLuise.

For more visit [www.clarkworldfilms.com](http://www.clarkworldfilms.com) or [www.madd.org](http://www.madd.org)

To view all versions of the MADD Holiday PSA visit: [www.filmpharm.com/id22.html](http://www.filmpharm.com/id22.html)

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Category            Non-profit, Movies, Entertainment

Tags madd, a-christmas-story, clarkworld, holiday, christmas, psa, leglamp, leg lamp, tragedy, death  
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