

For Immediate Release

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San Diego, California



'THE SHADOW EFFECT' PREMIERES WORLDWIDE JUNE 26

A JOURNEY FROM YOUR DARKEST THOUGHT TO YOUR GREATEST DREAM.

The Shadow Effect is an emotionally-gripping, visually-compelling docudrama that reveals why suppressed emotions and unresolved internal conflicts leads to behavior that continually unseats politicians, destroys celebrity careers, destabilizes the economy and affects the lives of millions each year.

In this age of public humiliation and media meltdowns, the work of *New York Times* best selling author, Debbie Ford, continues to make headway as she exposes the opposing forces of both light and dark that compete for attention within every human being. In her film debut, *The Shadow Effect*, Ford presents the hidden power of "the Shadow" alongside some of today's most provocative thinkers including Deepak Chopra, Marianne Williamson, Mark Victor Hansen, James Van Praagh and others.

In this life-altering journey, individuals who have transcended child abuse, racism, the Holocaust, war, and wounded upbringings, share their remarkable stories. Meet those who have learned to face their terror, heal their wounds, and embrace their higher, heroic selves to overcome the shadow effect.

To leave the viewer inspired and compelled to take an evolutionary leap, Ford has integrated some of her most successful and proven processes into a cutting-edge *Special Interactive Edition* of *The Shadow Effect*. Throughout the movie, Ford guides the viewer through eight exercises designed to reveal the shadow effect in their own lives and presents them with opportunities to transcend personal limitations.

The Shadow Effect launches worldwide on DVD and online this Friday June 26th. Hay House, Inc. is distributing *The Shadow Effect* DVD in retail stores internationally. The movie and *Special Interactive Edition* can also be viewed online at www.theshadoweffect.com using full screen pay-per-view technology pioneered by Vividas.

From June 26th to July 12th, select homes and venues around the world will become the setting for *Shadow Salons*, special screenings facilitated by Certified Integrative Coaches who have been personally trained by Debbie Ford. These screenings are followed by evocative discussions about *The Shadow Effect* designed to lift the film from the screen and spark word-of-mouth.

Inspired by famed psychiatrist Carl Jung, Debbie Ford has been a pioneering force incorporating the study and integration of the shadow into modern emotional and spiritual practices. Ford has appeared numerous times on Oprah, Larry King Live, Good Morning America, and other major media programs around the world. Her acclaimed workshop, *The Shadow Process*, has set new standards in the field of transformation, healing hearts, mending families, and supporting others in birthing new futures. To find out more about the world premiere of *The Shadow Effect*, visit www.TheShadowEffect.com.