



## **Blue Truck Drives Awareness for Schizophrenia**

FORT LAUDERDALE, FL (May 17, 2013) - Blue Truck Productions, in partnership with the LEAP Institute, is in the final production phase on a video designed to raise awareness and improve understanding of Schizophrenia.

More than 50-million people worldwide have schizophrenia – a higher number than Alzheimer’s and Diabetes. This staggering statistic calls for more awareness of the unmet medical needs of patients living with schizophrenia.

The main message of the video is that while the "positive symptoms" of the disease are somewhat controlled, patients with schizophrenia are not able to fully recover because they have "negative symptoms" holding them back. In the video, health care practitioners and family caregivers are encouraged to seek treatment for patients early.

In an effort to improve outcomes in patients with the disease, an unnamed pharmaceutical company will release the video internationally in conjunction with World Schizophrenia Day May 24.

World-renowned clinical psychologist, Xavier Amador, PhD, serves as the co-writer and script consultant on the video. Dr. Amador is the founder of the LEAP Institute, acclaimed speaker and author of eight books.

The LEAP Institute offers education and counseling services to individuals and families looking to mend relationships, offering special tools for situations involving mental illnesses.

Kristin Pelletier, president of Blue Truck Productions, is producer and director of the video. Blue Truck Productions is division of Blue Truck Media, Inc. a Florida-based corporation, which specializes in the writing and creative development of original screenplays, television programming and books, and offers customized video production to corporations.

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Media Contact:

Kristin Pelletier  
President  
(954) 999-5999  
[Kristin@Bluetruckmedia.com](mailto:Kristin@Bluetruckmedia.com)

Chelsea Watts  
Public Relations  
(817) 371-1743  
[chelseawatts@gmail.com](mailto:chelseawatts@gmail.com)