

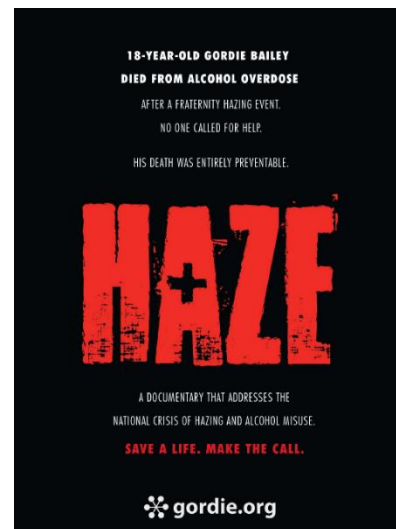
Press Release

The Gordie Center Updates and Re-Releases Nationally Recognized HAZE Documentary

New Film Re-Released on Gordie Bailey's Birthday

Charlottesville, VA, February 22, 2018:

[The Gordie Center](#), based at the University of Virginia (UVA), is releasing an update to the nationally recognized documentary film, [HAZE](#). The documentary was first released in 2008, and tells the story of Gordie Bailey's hazing-related death as a framework for examining the larger issues of alcohol and hazing on college campuses. The 37-minute 2018 update, released on February 22nd on what would have been Gordie's 32nd birthday, includes new expert interviews and archival footage to provide a renewed emphasis on these national issues.



Gordie Bailey was 18 years old when he died in 2004 as the result of hazing-related alcohol overdose, only three weeks after starting his freshman year of college. He was found face down on the floor. No one called for help until it was too late. The *HAZE* film weaves together a collection of interviews, many by national experts on the subjects of hazing and alcohol misuse, with Gordie's story.

The 2018 *HAZE* update includes a new interview with [Dr. Walter Kimbrough](#), president of Dillard University and the leading expert witness on hazing cases in the United States. Also featured are hazing experts [Dr. Susan Lipkins](#), author of *Preventing Hazing: How Parents, Teachers and Coaches Can Stop the Violence, Harassment, and Humiliation*; and Rensselaer Polytechnic Institute Dean of Students [Travis Apgar](#).

Others expert interviews include [Barrett Seaman](#), former TIME Magazine reporter and author of the book *Binge, Excess in the Age of Disconnection*; and [Dr. Richard Schwartzstein](#), director of The Academy at Harvard Medical School.

For Immediate Release

“The intent is to use real life footage to showcase the problems, and then present experts, on film, who can give an objective perspective on the severity of alcohol abuse and hazing in university settings.” said Michael Lanahan, executive producer and Gordie’s stepfather.

“We consistently receive feedback that the film and discussion positively impacted students and parents, facilitating conversations about what it means to be a valued member of a group, and leaving audiences feeling empowered to take action in a similar situation,” said Susan Bruce, director of the Gordie Center.

“We want to use the film to prevent other tragic deaths like what happened to Gordie,” according to Mr. Lanahan. “We hope that this documentary will encourage our society to make the necessary changes for a safer environment on college campuses.”

The original documentary and the 2018 update were directed by [Pete Schuermann](#), who includes among his credits film projects for the Walt Disney Company, MGM Lions Gate, Raytheon, and Yamaha. Since 2008, more than 630 high schools, colleges, and other organizations have purchased the film to incorporate into their educational and prevention efforts. More than 1 million high school and college students have seen *HAZE*.

The Gordie Center (www.gordie.org) was created in 2010 through a merger between the UVA Center for Alcohol and Substance Education and the Gordie Foundation, which was established in Dallas in 2004 by Leslie and Michael Lanahan, Gordie Bailey’s mother and stepfather.

The Gordie Center produces educational materials for high schools and colleges to end hazing and substance misuse, and promote peer intervention. [National GORDIEday](#) is held in September as part of [National Hazing Prevention Week](#), to raise awareness of the signs of an alcohol overdose.

The new version of *HAZE* along with a new facilitator guide will be released on Gordie's birthday, February 22nd. The film is 37 minutes long, and is intended to be followed by a facilitated discussion. All orders of *HAZE* include the easy-to-use facilitator guide, Public Performance License, and the right to make up to 10 copies of the film per campus/organization.

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