

## FOR IMMEDIATE RELEASE

*Utah explorers discover mysterious ancient tablets; Pitches online to raise funds for independent documentary film revealing archaeological discoveries that don't fit our traditional understanding of history.*

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<http://www.kickstarter.com>

*James Detjen, explorer and independent filmmaker, turns to alternative funding sources for his documentary film, *Discovering the Lost Secrets of Ancient North America*, a 5-part series following a real-life expedition documenting never-before-seen Aztec, Roman, Chinese, and Mayan treasures right here in America. With just 2 weeks to fund, the process is testing both the online fundraising model and the filmmaker's nerves.*

Salt Lake City, Utah (May 24, 2012) – Independent filmmaker James Detjen is turning to the internet to raise funds for his feature film project, *Discovering the Lost Secrets of Ancient North America*, a 5-part series that follows one of the world's leaders in Unconventional Exploration (UE) on an expedition from the Archivo General de Indias in Seville, Spain, to newly discovered Pre-Columbian locations on private, public, and tribal lands in the Rocky Mountains.

With funding as the first major obstacle to getting any film off the ground, current economic conditions don't make the job any easier. Filmmakers have to become more innovative in their fundraising tactics, and the independent filmmaking community has embraced sites like Kickstarter.com.

In line with Kickstarter.com guidelines, artists have a set number of days to raise all the funds, or the project receives nothing. Detjen's film has a 30-day fundraising window, from start to finish. If the allotted budget (\$200,000 US) isn't raised before June 9, all pledges are cancelled and the film will not be funded.

When asked about why Kickstarter was appealing, Detjen noted, "The ability to spread the word quickly online to a lot of people, and keep them updated on the status of the project, is invaluable." An added advantage for artists is Kickstarter's merchant partner Amazon.com, which enables each project the convenience of receiving funds from anywhere in the world.

The film will be shot on location at sites in the United States and Spain. Detjen will be working with a professional film crew including Reed Sherman, former media production specialist for the Utah Division of Wildlife and the Salt Lake Tribune Outdoors, and Bryson Walker, independent TV/Film/Commercial producer who has produced over 10,000 media titles including film, television, audiobook, and web-based productions. Senior advisors and contributors include Steve Shaffer, acclaimed author on the subjects of ancient civilizations in the West and Spanish miners in early Utah, and Forrest S. Cuch (Ute), former executive director of the Utah Division of Indian Affairs. If the film is successfully funded, Detjen expects to deliver the final cut before the end of 2013. To learn more about the film, readers can visit the project's pitch page here:

<http://kck.st/JhIFx9> or at [www.kickstarter.com](http://www.kickstarter.com)

### **About James Detjen**

James is a Trek Ops Explorer, playing a pivotal role with providing access to the Joint Task Force and The Expeditionary Group for this film. He is an outspoken advocate for the preservation of historical sites and artifacts pertaining to the ancient history of North America, and to guard and protect our past histories for future and present generations. Since 2007, he has been a member of the Board of Advisors for Rising Indian American Nation (RAIN), a powerful and dynamic organization serving both American Indians and the Utah community by providing unprecedented access to American Indian education, information, training, entertainment, speakers, and resources.

Named as one of the Top 40 Under 40 in *Utah Business Magazine*, his day job involves working on high-end branding assignments as a Brand Architect and Counsel for some of the world's most celebrated brands. James is a decorated US Army veteran, where he served as an airborne infantryman and elite member of The 3rd Infantry Regiment ("The Old Guard"), the Army's premiere ceremonial unit and escort to the President of the United States.

### **About Trek Ops**

As one of the world's most specialized experts in Unconventional Exploration (UE), TREK OPS is a multidisciplinary professional organization dedicated to the advancement of field research and the ideal that it is vital to document and preserve the ancient history of North America. Consisting of more than 85 members around the United States, the organization's goal and effort is to provide support to individuals and organizations involved in that quest. To serve that purpose, TREK OPS provides expedition resources including professional expeditionary teams, research experts, funding, online information, and member-to-member consultation. More information can be found at <http://trekops.com>

For more information about the documentary film and images of the tablets please visit <http://kck.st/JhIFx9>

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