



“HOW ROLAND ROLLS”

JIM CARREY’S FIRST BOOK DELIGHTS CHILDREN (AND GROWN UPS) WITH UNIVERSAL MESSAGE

Dear Media Professional –

JIM CARREY is one of the world’s biggest names in entertainment -- Star of such comedy classics as *Ace Ventura: Pet Detective*, *Dumb and Dumber*, *Liar, Liar* and *Bruce Almighty* ... family classics including *How the Grinch Stole Christmas*, *Lemony Snicket’s A Series of Unfortunate Events*, and *Mr. Popper’s Penguins* ... and Golden Globe Best Actor award-winner for *Man on the Moon* and *The Truman Show*.

Now, add children’s book author to his amazing list of credits. HOW ROLAND ROLLS, Jim’s first book, is aimed at children aged four to eight, and the grown-ups who love them. It is an enchanting and inspirational 68-page book, lavishly illustrated by award-winning artist R. C. Nason. More information at www.howrolandrolls.com.

According to Jim, HOW ROLAND ROLLS is “a story about a wave named Roland who’s afraid that, one day, when he hits the beach, his life will be over. But when he gets deep, he’s struck by the notion that he’s not just a wave — he’s the whole big, wide ocean! It shows humanity’s interconnectedness through the metaphor of a wave in the ocean.”

As a father and grandfather, Jim knows there’s nothing more important in our lives than the well-being and future of our children and grandchildren ... nothing more important than making them feel loved and worthy of our involvement.

Your audience (and their youngsters) will love HOW ROLAND ROLLS! We invite you to run a review or our feature story, both enclosed – to help us bring Jim’s story of interconnectedness and unity to your community, especially the children. And please don’t hesitate to call with any questions.

Jim and our team thank you in advance for your consideration. We will call you soon to discuss the possibilities.

Delightedly,

JOHN RAATZ

Vioneering@earthlink.net

(310) 404-4103



FOR IMMEDIATE RELEASE
AUGUST 28, 2013

“HOW ROLAND ROLLS”

JIM CARREY’S NEW CHILDREN’S BOOK
ENCHANTS, ENTERTAINS ... INSPIRES!

LOS ANGELES, CA -- Award-winning actor/artist Jim Carrey will self-publish his first children’s book, *How Roland Rolls* (Some Kind of Garden Media, 2013 – www.howrolandrolls.com) -- on September 24th. An enhanced e-book will be released at the same time, as well as a four-song EP. Perseus Distribution will distribute the book nationally. The extended e-book and the EP will be available through online e-tailers and www.HowRolandRolls.com.

According to Carrey, the 68-page volume is “ a story about a wave named Roland who’s afraid that, one day, when he hits the beach, his life will be over. But when he gets deep, he’s struck by the notion that he’s not just a wave — he’s the whole big, wide ocean! It shows humanity’s interconnectedness through the metaphor of a wave in the ocean.” The book is lavishly illustrated by award-winning artist and animator, R. C. Nason.

Carrey’s desire to inspire children is a primary impetus behind his creation of *How Roland Rolls*. “When children realize how ultimately safe and unlimited they are – how they’re part of something infinitely bigger and completely worthwhile -- it’s a huge relief, and totally fulfilling.” He hopes it to be true for the parents who are reading the book, as well.

Carrey has appeared in 33 feature length films, is one of the most successful actors in Hollywood and known for his humanitarian efforts.

For more information on *How Roland Rolls*, and to order the book, visit www.howrolandrolls.com.

###



JIM CARREY'S NEW CHILDREN'S BOOK

ENCHANTS, ENTERTAINS ... INSPIRES!

***“Through the loving attention of parents, children gain self-worth.
Through the innocence of children, parents rediscover the wonders of life.”***
Jim Carrey

LOS ANGELES, CA – Award-winning actor/artist Jim Carrey is breaking new ground, for himself and his audience. The winner of two Golden Globe awards -- Best Actor for *Man on the Moon* and *The Truman Show* – he was also nominated for a Best Actor Golden Globe for his critically acclaimed performance in *Eternal Sunshine of the Spotless Mind*. Carrey will self-publish his first children's book, *How Roland Rolls* (Some Kind of Garden Media, 2013) on September 24th. An enhanced e-book will be released at the same time, along with a four-song EP. They're available wherever books and e-books are sold, as well as the *How Roland Rolls* website, www.howrolandrolls.com. The EP is also available through iTunes. All the major booksellers are enthusiastically embracing the book.

According to Carrey, “It’s a story about a wave named Roland who’s afraid that, one day, when he hits the beach, his life will be over. But when he gets deep, he’s struck by the notion that he’s not just a wave — he’s the whole big, wide ocean! It shows humanity’s interconnectedness through the metaphor of a wave in the ocean.”

There’s a personal story behind the book ...

“When I was a child,” Carrey shares, “my parents were smokers and I had a deep fear that they would pass ... *and then what would happen to me?* I think that’s a common fear for children – the fear of loss. It’s an early existential crisis, if you will. But when we realize that beneath the surface of things – the activities of our lives -- we are all connected, all one energy, that fear of loss gets softened. At times, it disappears entirely. At least that’s been true for me.” How did Roland the Wave emerge as a character for

Carrey? “Years ago,” he recalls, “when I first arrived in Los Angeles, I spent a lot of time on the beach in Malibu, watching the waves. I started to think of them as people, all moving in the same direction, and contemplated about where they go once they hit the beach and lose their form. Each wave travels all around the world. The first drop of water *ever* is still here now! That’s pretty profound stuff. I found that fascinating and comforting, and thought children could find that same comfort.”

As a parent, and now a grandparent, Carrey reflects on the time he spent reading to his daughter, Jane. “I believe the closest we get to heaven in this world is when we get completely involved in something we love. One of those moments is when we read to our children. It’s total freedom from self, from our worries and problems. We always feel terrific afterwards, and so do the kids. For them, it’s an experience of focused, enveloping love.”

Carrey believes that “everything we do that’s hurtful stems from a feeling of not being worthwhile, not feeling loved. Parents help their children feel worthwhile by being completely involved, spending moments together that are only about them. Through the loving attention of parents, children gain self-worth. Through the innocence of children, parents rediscover the wonders of life.”

Why write a story for children? “First,” Carrey notes, “I’ve always been drawn to work geared for children. That’s what attracted me to the *Grinch*, *Horton Hears a Who*, and *Mr. Popper’s Penguins*. Story is important to all of us. It’s how we order life the way we’d like it to be. Stories stimulate faith and hope.

“Through stories we make our children feel secure, and that good conquers evil. All the characters in a story are parts of ourselves, of course, so through stories we gain self-knowledge. We are inspired to embody heroic archetypes. We learn how to not let worries ruin our lives -- how to make that *brave move* into the unknown, then find that we’re usually pleasantly surprised by the outcome.”

Just like Roland, Carrey had big dreams and goals as a child. At a very young age, he wrote poetry and even tried to get his poetry books published. “I learned pretty quickly that, in the publishing business, there was virtually no market for poetry written by an eight-year old. But, hey, I kept ‘rollin’!

“I’m just telling a story,” says Jim. “Kids don’t get credit for their deeper thoughts, beyond simple play ... for their efforts to figure out life. I hope Roland will help guide them along their way.”

Carrey has appeared in 33 feature length films, is one of the most successful actors in Hollywood and known for his humanitarian efforts.

For more information on *How Roland Rolls*, and to order the book, visit www.howrolandrolls.com.

###

ADVANCE PRAISE FOR HOW ROLAND ROLLS

“Philosophers and scientists struggle to understand cosmic consciousness, but Jim Carrey explains it with elegant simplicity to the child in all of us. We are the ocean rolling along as Roland the Wave becoming raindrop, river, cloud, and becoming the life throb of ages dancing in us this moment.”

Deepak Chopra
Author, Teacher, Physician

"Jim Carrey does for children what he does for adults, using humor and light- heartedness to reveal deeper insights. Like all great fairy tales, 'How Roland Rolls' addresses ultimate truth in a fanciful package. Bravo."

Marianne Williamson
Author, Teacher

“How Roland Rolls” contains profound truths written in simple and moving prose for children. Jim Carrey speaks authentically and authoritatively about courage to challenge limitations and the freedom that ensues. Jim’s success as an artist and humanitarian is an eloquent testament of the truths he reveals in “How Roland Rolls.”

Jack Healey
Human rights activist and pioneer
Former Director, Amnesty International

EDITOR’S NOTE: For a review copy, media professionals should email their request to: john@thevisioneeringgroup.com with REVIEW COPY in the Subject field.

MEDIA CONTACTS

JOHN RAATZ
THE VISIONEERING GROUP
(310) 404-4103
visioneering@earthlink.net

DAVID LANGER
THE VISIONEERING GROUP
(505) 466-1320
david@2langers.com



MEDIA QUESTIONS

1. Is this your first book for children?
2. What stimulated the idea for How Roland Rolls?
3. How did Roland himself emerge as a character?
4. Is there a connection between Roland and Jim Carrey as a child?
5. What do you hope your young readers will take from the book?
How about their parents?
6. Is there a plan to involve the children in any special way?
7. Do you foresee other Roland books?
What other kinds of adventures might he have?
8. Do you foresee any kind of Roland movie or video?
9. Do you think the book addresses any particular void in children's literature?
10. Will there be a Roland product line?
11. Will readers be able to engage with Roland outside the book?
12. Does Roland have a website?
13. Any plans to take Roland on the road?



REVIEW

(Approved for publication)

“HOW ROLAND ROLLS”

Jim Carrey

Some Kind of Garden Media, 2013, ISBN # 978-0-9893680-0-1

How Roland Rolls is Jim Carrey’s first book. It’s aimed at children aged four to eight. Over the past 20 years, Carrey has made us laugh with his comedic films (*Ace Ventura: Pet Detective*, *Dumb and Dumber*, *Liar, Liar* and *Bruce Almighty*), provoked us with his serious ones (*Man on the Moon*, *The Truman Show*) and enchanted us with his family fare (*How the Grinch Stole Christmas*, *Mr. Popper’s Penguins*). Now he entertains, enlightens and inspires with *How Roland Rolls*. The book charmingly and wittily presents the universal truth of humanity’s interconnectedness and unity through the metaphor of a wave in the sea. Roland, the wave, is afraid that “one day, when he hits the beach, his life will be over. But when he gets deep, he’s struck by the notion that he’s not just a wave — he’s the whole big, wide ocean!” Carrey demonstrates his artfulness with the text, and award-winning illustrator Rob Nason provides glorious visual accompaniment everywhere you look in the 68-page book. Carrey, who is also an acclaimed fine arts painter, is a true artist, and a stickler for detail, which is evident in *How Roland Rolls*. Carrey’s motivation is to bring “the children and their grown-ups together” in a meaningful experience. At this crucial historic moment, Carrey’s message couldn’t be more important, or his execution more compelling and delightful. *How Roland Rolls* is destined to be a children’s classic. Kudos, Carrey!

<236 words>