

# HOUSE — OF THE — LION™

Based on a true story





# *Contents*

Mission	02
Concept	
Synopsis	
Team	
Board of Advisors	
Marketing & Film Website	
Distribution	
Contact Us	



# Mission

To tell a story of hope in faith in a film to a world where hopelessness reigns, through a true and compelling story that is dramatic, that will resonate with people of all ages, races, gender, and creed. To strengthen the faith of those who believe and convert those who do not, that there is a God and we are not alone.

# Concept

GUARDIAN ANGEL  
ORPHANAGE

## 1960's



04

## 1970's



## 1980's

LOUISIANA, USA



## 1990's

MINNESOTA, USA



HOUSE OF  
THE LION  
*based on a true story*

At 31, Sal Di Leo, is at the breaking point in his life. The two worlds which he vacillates between for his survival, have finally collided. They are extremely different worlds. He can no longer exist in both. He must choose one, in order to go on. "The House of The Lion", his heritage of Royalty in the old country of Sicily, as told to him by his father, before he deserted Sal and the family and left them in poverty, becomes the driving force of his early survival. After his father runs off, he is placed in the care of Franciscan Sisters in a Catholic orphanage at 8. Driven by the belief he didn't belong in the situation he finds himself. He is haunted by the "House of The Lion" story as his escape. It becomes his driving force and makes him determined to overcome all odds to get him back to where he believes he rightfully belongs.

Another world is presented to Sal by a pragmatic Franciscan Sister in the orphanage, Sister Mary Paul, who sees this little boy struggling with anger as he gets into fights and continuous trouble. She sees through him and knows he is covering up his sadness with the loss of his family and uses anger as his protection from the pain he is suffering. She offers Sal another way through life to deal with his losses without anger and fear, she promises will give him peace. The world of faith. Sister Mary Paul also plants the seed that he truly has a choice in the matter of either being angry or choosing a way of peace through faith.

Sal fights his way through the orphanage, high school years at a boarding school, through college, and finally into early adulthood. He manages to get educated with the help of many kind people who take a liking to him and help him through college. He meets and marries a wonderful loving woman who stands behind him and tries to help him move forward and make a life for himself. Tragically, the "House Of The Lion" still drives him to pursue money and status as his way of getting back to where he believes he belongs. Without regard to ethics or anyone else, he strives to achieve wealth. He does finally achieve wealth, but to no avail. He finds it has not filled that void in him that has haunted him. He does not find peace or happiness as he thought he would. He realizes he has sold his soul for money. As a result, in his early thirties, he finds he can no longer go on. He is faced with choosing between suicide or life?

His Father's promise of the "House of The Lion", or Sister Mary Paul's promise of peace through faith are his choices. Miraculously, he chooses life and begins to find peace through faith. 14 years later, at 45, he locates 90-year-old Sister Mary Paul living in a retirement home and reaches out to her. He shares with her that although he has changed and has made a good life for himself with a nice family and comfortable living, but still struggles with the ghost of the "House of The Lion". She gently advises him to go back to his roots and look for the truth to find his peace. Sal listens and goes back to New York City, where his family came from, to investigate the truth about "The House Of The Lion", once and for all.

He is overwhelmed with shock and frustration when he uncovers a plethora of pain, death, and deception in "The House of The Lion" story. When he returns from New York, he calls Sister Mary Paul to tell her what he found and that he was confused and angry again. She reminds him of the promise of peace in faith, and to look close at what he has, a wonderful loving family and a comfortable life, which was all he truly needed. Knowing this was the truth, he breaks down in an emotional avalanche of sobbing. The pain and suffering are finally exorcised from within him. He is finally able to let go of the "House of The Lion". He is transformed in a life of gratitude because of faith. Realizing God has been there for him all along, he now becomes empowered and finds a newfound purpose in his life of passing on the gift of peace through faith.

# Team

PASSIONATE, TALENTED, CREATIVE



**SAL DI LEO**  
AUTHOR OF THE MEMOIR DID I EVER THANK YOU, SISTER?  
SPECIAL CONSULTANT TO FILM PROJECT  
PRESIDENT OF SAL'S BOOK, INC.



**MARK THORSON**  
PRODUCER  
WRITER



**DAN HENDRICKSON**  
SCREENWRITER  
CREATIVE CONSULTANT



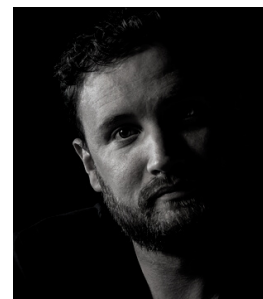
**LISA WHEELER**  
FOUNDER AND PRESIDENT OF CARMEL COMMUNICATIONS



**BRENT WINIGER**  
MUSICAL ADVISOR TO FILM PROJECT



**BEN LAURRO**  
FOUNDER AND PRESIDENT OF PURE PUBLICITY



**JASON REFSLAND**  
SEATTLE BASED WRITER, DIRECTOR, ACTOR  
SPECIAL CONSULTANT TO FILM PROJECT



**JEROME RICHTER**  
ADVISOR TO FILM PROJECT



**MOLLY MENDOZA**  
PROJECT MANAGER  
CREATIVE CONSULTANT



**EMMA HUDZIAK**  
SOCIAL MEDIA DIRECTOR

# Board of Advisors

MISSION, INTEGRITY, FAITH



SISTER PEGGY QUINN  
COUNCILOR, SISTERS OF ST. FRANCIS  
OF MARY IMMACULATE, JOLIET, IL



DAVE DUPAUL  
MN KNIGHTS OF COLUMBUS  
DIRECTOR OF RELIGIOUS ADMINISTRATION



SISTER MARY JOSEPH CAMPBELL, OP  
ST. MARY SISTERS, BISMARCK, ND



ROBERT WARNER  
PRESIDENT, WARNER STELLIAN CORPORATION  
ST. PAUL, MN



FR. JORDAN DOSCH  
DIRECTOR OF VOCATIONS  
DIOCESE OF BISMARCK, ND



FR. MICHAEL BECKER  
PASTOR, PARISH OF SAINTS JOACHIM & ANNE  
SHAKOPEE, MN





## PRODUCER / WRITER

Mark Thorson's life history is as varied and eventful as his writing reflects. As a teen, he hitch-hiked and jumped freight trains across the country, became a wilderness adventurer -- then later, a Hawaiian surf bum, a Sunday school teacher and a small time concert promoter. Initially a playwright, Thorson's writing career launched when his first play, *To Cheat A Clown*, was produced at the Pan Andreas Theater in Los Angeles, which soon evolved into a career of writing screenplays, two of which were sold under option, which paid his Hollywood rent for several years. His writing gradually evolved into prose which allowed him to return to his roots in northern Minnesota, where he also became a successful businessman, presiding over the highway construction company, Mark Sand & Gravel Co.

Thorson now lives in northern Minnesota and southern California, where he is currently at work on the novel, *American Ice*, a story that includes characters from three of the stories in *Final Delivery -- The Fifty Dollar Assassin, A Trip Back Down* and *The Gift*. Thorson's formal education includes both the arts and commerce. He is an alumnus of both the American Film Institute in Los Angeles, as well as the Harvard Business School in Boston.



Jerome Richter is a native of Bismarck, North Dakota and a graduate of St. Mary's Central High School. In 1997 he entered the seminary for the Diocese of Bismarck and spent one year studying philosophy and theology and discerning his vocation to the priesthood. During his formation, he came to find that the priesthood was not his calling, and turned his sights to teaching. In December of 1999, he completed a bachelor's degree in history education at North Dakota State University. He began teaching at St. Mary's Central High School in January of 2000. During the summer of 2000 Jerome was awarded the prestigious James Madison Fellowship allowing him to pursue a graduate degree through Georgetown University and North Dakota State University. In August of 2004, Jerome was awarded a master's degree in education, and later that same year was honored as the Bismarck-Mandan Chamber of Commerce Outstanding Teacher of the Year. In 2007 he received the Golden Apple Award, and in 2009, a second Outstanding Teacher of the Year award and a finalist for the National Catholic Educator of the Year. Jerome served as the chair of the Religious Studies Department of St. Mary's, was the head coach of the St. Mary's wrestling team, founded the Rome Study Pilgrimage, and founded the Knights of Virtue, a group to help young men grow in virtue.

In 2010, he joined the corporate faculty of the University of Mary, where he is today the Executive Vice President. In this role, Jerome currently is responsible for strategy for operations, enrollment, mission advancement and fiscal effectiveness. He also oversees the implementation of the Vision 2030 strategic plan, and leading the efforts of a record-setting \$272 million dollar capital campaign. Thus far the fundraising effort has allowed the most comprehensive and successful growth in the history of University of Mary. Today, over \$120 million dollars has been raised for Vision 2030, and Phase 1 has been completed.

Jerome is a Knight of the Holy Sepulchre of Jerusalem, and has been married for 21 years to his beautiful wife Sara, and they have seven children: Adam, Mary, Charles, Patrick, Gregory, Andrew, and Joseph.



## FOUNDER & PRESIDENT OF CARMEL COMMUNICATIONS

Lisa is the founder and president of Carmel Communications, a full-service Catholic marketing and communications agency. Lisa has been blessed to work in publicity and marketing all over the world for over twenty years, beginning her professional career in broadcasting in Florida in 1991. A devoted Catholic, Lisa was able to be part of the creation of the first fully Catholic public relations and marketing agency in the world in 2005 and has handled marketing for some of the most successful publicity and marketing campaigns to the Catholic niche, including The Passion of The Christ, The Chronicles of Narnia, Fireproof, Restless Heart, YOUCAT, Pope Benedict XVI's books during his papacy, Heaven is For Real, Lent and Advent at Ephesus, Ear of the Heart, RISEN, Miracles from Heaven, Hacksaw Ridge and most recently I Can Only Imagine, Paul, Apostle of Christ, Unplanned, I Still Believe, Fatima, and Lightworkers/MGM's Resurrection.

Lisa and her husband Timothy have been married 24 years and are parents to one beautiful daughter and four incredible sons who they adopted from foster care. They have been foster parents to almost 20 foster children since 2012. They currently make their home in Woodstock, GA.



*Ben Laurro*

**FOUNDER & PRESIDENT OF  
PURE PUBLICITY**

## FOUNDER & PRESIDENT OF PURE PUBLICITY

Ben Laurro, is the founder of Pure Publicity, one of the most established and longest-running independent publicity firms with a success record of creating and implementing publicity campaigns and securing placement with mainstream and specialty media. While pursuing a degree in journalism and communications from St. John Fisher College (1991), Ben interned for a regional news radio station where he regularly wrote and produced local news stories. During this time, he was also the marketing manager of the local Media Play/Sam Goody retail store. He was responsible for planning events that created media awareness and increased traffic revenue through author signings, music performances and celebrity appearances. In 1997, with the encouragement of many actors and authors he worked with, Ben relocated to Los Angeles as the publicist for a music and talent management company. After a couple years, Ben was recruited by a well-known Hollywood publicity firm whose notable clients included Halle Berry, Jada-Pinkett Smith, James Franco, Jennie Garth, rapper Heavy D, Kim Cattrall, the Wayan Bros and several other entertainers. In 1999, Ben decided to start his own publicity company. His experience includes planning and implementing publicity campaigns for clients that includes press junkets and tours, trade shows, media tours, Hollywood premieres and award shows, and creating his client's brand and messaging. Pure Publicity is known for their creative and relevant publicity strategies, consistent follow-up, quick and thorough response to media requests and diverse media outreach. Ben has had the privilege to partner with many recognizable award winning actors, film studios, best-selling authors, athletes and newsmakers. Some notable campaigns include Mel Gibson (Hacksaw Ridge) Sean Astin (Woodlawn), Renee Zellweger, Greg Kinnear and Jon Voight (Same Kind of Different as Me), Cybill Shepherd, Faye Dunaway, Jon Voight, Melissa Joan Hart and Jackée Harry, and the cast of Survivor television show. Music artists include CeCe Winans, Matthew West, Mary Mary and Jim Brickman. Film studios clients include Universal Pictures, Walt Disney, Columbia Pictures, Paramount Pictures, and Pure Flix Athletes include Clayton Kershaw, Mike Singletary, Charles Tillman, Shaun Alexander, Brian Bosworth, and pro-wrestlers Steve "Sting" Borden and Shawn Michaels. Book publishers include Harper Collins, Simon & Schuster, Penguin Random House and their subsidiaries. With an extensive media list that crosses all media genres in television, print, web, podcast and radio media, Ben and his team have secured coverage in USA Today, The Los Angeles Times, The New York Times, People Magazine, Time Magazine, O Magazine, Jimmy Kimmel Live, Good Morning America, The Today Show, The View, CNN, FOX News, MSNBC, Sirius XM Radio, ABC Radio, i-Heart Radio, NPR Radio, The Joe Rogan Experience, Dennis Miller and Adam Carolla podcasts. After residing in Los Angeles for ten years, Ben relocated to Nashville, TN but travels regularly to Los Angeles and New York City.



### MUSICAL ADVISOR TO FILM PROJECT

Brent Winiger has been involved in performing and recording music with various gospel, church, and pop groups over the last forty-five years. Brent believes that telling this story, House of the Lion, in a film, will inspire and help bring a much-needed message of hope in today's world. This enthusiasm led him to offer his services and expertise as the musical advisor for this film. Brent is working to create a musical arrangement that may be used as the basis of the musical score that will help engage audiences emotionally and will take them to a new level of appreciation for the power of this story.

Brent is also a professional executive who has been involved in Higher Education for over 35 years. He has worked in administration or taught at Boise State University, The University of Idaho, University of Mary, Rivier University, and most recently, Minot State University. Brent's broader expertise lies in administration and finance.

Brent lives in North Dakota and stays active with his Church as well as various community and service groups. He recently celebrated his fortieth wedding anniversary to his lovely wife, Shelley. He has two grown children, Eric and Sarah, as well as two granddaughters, Riley and Lilly.

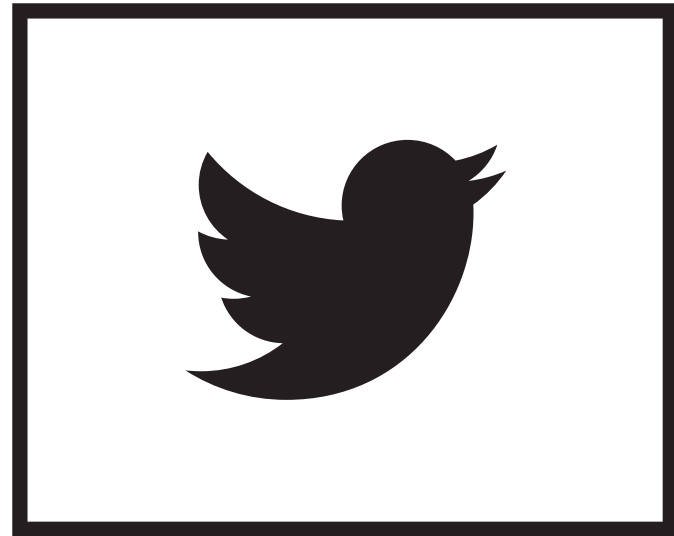
## *Marketing*

Social media, speaking engagements, newspaper, television, radio, billboards, magazines and PR campaign. Other marketing strategies include IMDB, film website, press junkets and more.

## *Distribution*

Sal's Book Inc. is looking for a foreign and domestic sales agent with direct U.S domestic VOD and DVD/Blu-ray distribution with the option to distribute globally.

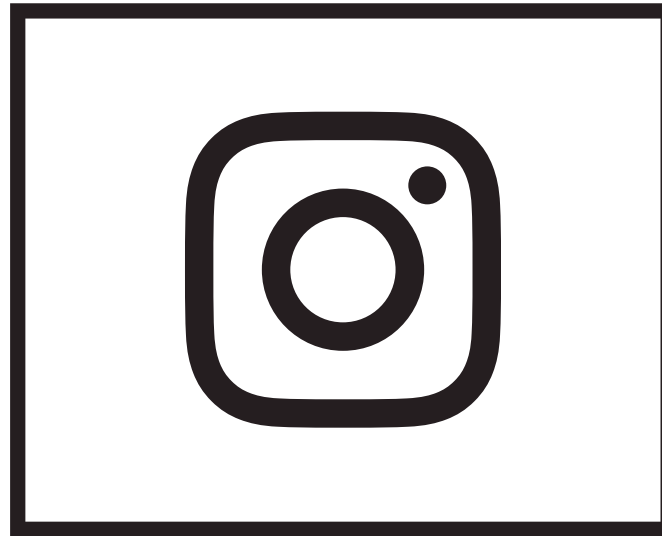
*Social Media Marketing*



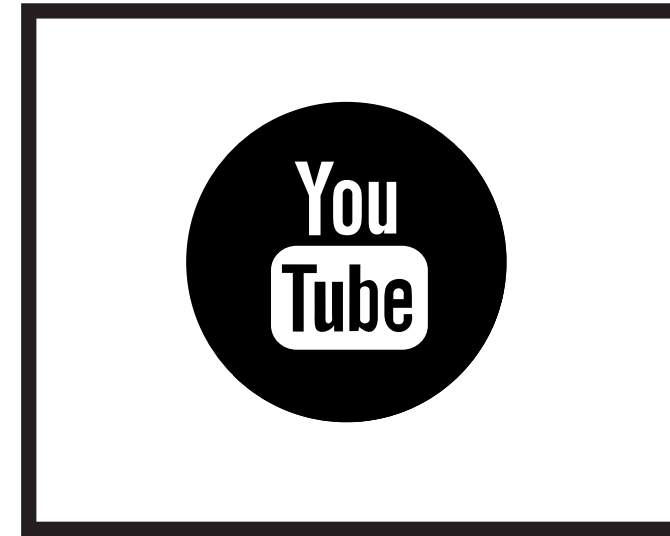
TWITTER



FACEBOOK



INSTAGRAM



YOUTUBE

*Film Website*

[WWW.HOUSEOFLIONMOVIE.COM](http://WWW.HOUSEOFLIONMOVIE.COM)

*Contact Us*

MAILING ADDRESS

36137 New Melahn Road  
Lake George, MN 56458

PHONE NUMBER

(612) 382-3582

EMAIL ADDRESS

sal.dileo@saldileo.com