



**FOR IMMEDIATE RELEASE:**

Contact: Amy DePaola  
[unsurepositive@gmail.com](mailto:unsurepositive@gmail.com)

## **Filmmakers aim to break the social stigma through crowdfunding: Dramedy series about living with HIV launches Kickstarter Campaign**

**BOSTON, MA (July 2014)** — The makers of a groundbreaking series set to shoot in Boston and Dorchester, MA this coming August have **launched their fundraising efforts.**

***UNSURE/POSITIVE*, a dramedy series about a young man, Kieran McCullay, who must deal with all that life delivers while coping with his recent HIV diagnosis.**

Written and directed by **Emerson graduate, Christian Daniel Kiley**, ***UNSURE/POSITIVE*** is a premium style television pilot that will be distributed digitally in a web series format in order to garner attention from networks and build an audience. Digital distribution also gives the producers the opportunity to create a space where HIV positive individuals can go to find a community that is focused around *\*living\** with HIV, *not dying* from it. Inspired by Kiley's own journey and acceptance of his positive status, ***UNSURE/POSITIVE*** infuses comedy with the drama and aims to break the social stigma that follows positive individuals.

*"Many other AIDS narratives in film and in television tend to treat HIV positive people as the 'other,' and often include the inevitable death of their characters. My story is about what it is like to be given an HIV positive diagnosis, what it is like to deal with that information today. Of course I can't speak for all HIV-positive people... but my hope is that, in speaking up myself, that I will be able to entertain, and maybe even inform a wide audience."* says **Kiley**.

The producing team behind ***UNSURE/POSITIVE*** consists of **Kiley, Amy DePaola** of **Greenview Entertainment** and **Rose Ellen McCaig** of **pretty strong girl productions**. Their Kickstarter campaign aims to raise \$10,000 by August 7th, with production beginning just days after. The team has raised a portion of their funding through a brick and mortar event as well as a Booster campaign. Launching the Kickstarter campaign, the producers hope to reach a more national audience as they believe that the pilot represents an issue that can stand on its own.

**Kiley**, who has spearheaded the project since its inception mentioned, *"in the early stages of pre-production, [we] sold t-shirts to fund the project and received a handful of emails from very well-meaning individuals suggesting that people would not want to wear something that could even suggest that they might be positive. Irony much?"*

The ***UNSURE POSITIVE*** pilot stars **Kiley as Kieran McCullay** alongside local acting legends, **Tommy Derrah** and **Maureen Keiller**, both staples at the **American Repertory Theater** and features **DePaola** (*Ordinary Man, 617 The Series*) and **Alex Pires** (*Blue Suede, The Chesters*).

To visit the Kickstarter campaign directly: **[Click Here.](#)**

