

FOR IMMEDIATE RELEASE

## S.O.U.L. sets out to change the world with thought and action provoking content

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**February 14, 2019 - San Francisco, CA** - Philanthropist Evan Hirsch and producer Kip Baldwin came together to make media content that shared viable, healthy alternatives to the status quo—solutions that will nurture our human family to thrive as one. They both felt that far too much time and resources have been devoted to promoting the problems that humans are creating for themselves with their age-old story of institutionalized fear.

To achieve their goal of sharing promising alternatives, S.O.U.L. has created wide ranging audio and video content. This includes a series of micro documentaries, short films, radio programming, and original music from their house band S.O.U.L. Twin Messiah. A feature length film documenting the 50th Anniversary of the Summer of LOVE (the inspiration for S.O.U.L.'s name) - and Evan's personal journey of conscious evolution from rebel to seeker - is in production.

### EVAN HIRSCH

After a successful career serving people in hospitality management, and later in entertainment, as a professional mobile DJ, emcee, and game show host, Evan's impulse to devote his life toward making a more substantial contribution to improving our world became too pervasive to ignore, and he sought out a wider reach for his inspiration and ideas.

Through philanthropy, Evan discovered new ways to support programs he felt would proffer what seemed like good ideas to advance our collective progress toward a society that is more focused on the health of us all and our planet, including science museums, humanitarian organizations, and custodians of natural Earth restoration.

Helping to encourage our conscious evolution toward a thriving next chapter for humanity by spreading life-nurturing information, philosophy, and useful resources now define his life's purpose, and S.O.U.L. is the outlet he uses to pursue that. Evan believes that we can choose to write a very different next chapter for ourselves individually and collectively; and that we can choose to make it a love story that supports the thriving of us all. Learn more on Evan's personal site, and stay tuned for his book Secret Power of Love, coming in 2020...

### KIP BALDWIN

Kip Baldwin knows his purpose for BEING is to share all that LOVE is through his many solutions driven projects; using media in all its forms to help awaken individuals, and by proxy the collective, to the LOVE Paradigm emerging. He feels that in order to bring about an age of collaboration, compassion, empathy, and oneness, a mass imagining of our limitless potential is what is needed.

Kip brings over 25 years of entertainment industry, marketing, and product development experience to S.O.U.L., ranging from Hearst Ranch and Windy City Novelties, to Carlos Falchi Designs and Will Vinton Studios, and is the co-founder of the United Filmmakers Association.

In the world of entertainment, Kip has produced many works including: Loophole, Restorations Unlimited, Breaking Bud, The Road to Fenderville, One Hundred Things, Cold Pressed, and Love Floats. He also co-created the popular and influential reality series WEED COUNTRY in cooperation with Studio Lambert and The Discovery Channel. WEED COUNTRY was a reality show focusing on the medicinal uses of the cannabis plant; specifically in treating childhood epilepsy.

For more information about S.O.U.L. Twin Messiah, S.O.U.L. Documentary, and the Venus Project, please visit [www.soulDocumentary.love](http://www.soulDocumentary.love)

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