

PRESS RELEASE - For Immediate Release -
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**Artists Julia Othmer and Jena Serbu of Sweetbreadstudios Release
"The First Day" Song and Video to Commemorate the 10th Anniversary
of 9/11 and Raise Awareness for PTSD.**

Release Date: September 11, 2011

LOS ANGELES, C.A. -- Singer/songwriter Julia Othmer and writer/director Jena Serbu of Sweetbreadstudios collaborate on the creation of "The First Day", a music video poised to raise funds and awareness for grief & trauma counseling to combat PTSD (Post Traumatic Stress Disorder) and to commemorate the 10th anniversary of September 11, 2001. "The First Day" was funded by generous contributions of over 75 backers world-wide through an on-line fundraising campaign.

"The First Day" was written as Julia's response to the intense emotions felt on the night of 9/11. Othmer states, "This song has become a living memorial; a space for my fans and friends to share their experiences of grief and loss. Those stories have had a profound effect on my performance of the song and I want to honor their honesty and courage." Othmer re-recorded "The First Day" with a world-class team of musicians including Grammy-nominated Alan Mirikitani, Johnny Griparic (Carole King, Slash), and Randy Mitchell (Warren Zevon, Donna Summers).

The music video explores those intimate moments, whether alone or with loved ones, just after suffering a loss. Serbu admits, "This subject matter demands limitless intensity and bravery. Often I found myself stricken with a level of empathy I have not experienced before." Freddy Cordova, an NVF counselor and a veteran of four tours in Iraq said: "Very few things can soothe the savage beast. This worked." The song and the video will be available for free download with the option to donate to the National Veterans Foundation, a leader in grief and trauma counseling.

RELEVANT PROFILES:

Julia Othmer is an award-winning singer/songwriter who has performed internationally for the last ten years. Most notably, she appeared on the 2010 Lilith Fair tour alongside Sarah McLachlan, Emmylou Harris, Heart and others. Her 2006 album "Oasis Motel" can be found on shows such as "Army Wives," "Party of Five," and "DeGrassi: The Next Generation." Her follow-up album is due for release in early 2012.

Jena Serbu has written and directed over 10 award-winning films, countless theater pieces, music videos and live productions with Sweetbreadstudios. She has had the joy of filming Willy Nelson, Kris Kristofferson, Leon Russell, Ray Price and countless others.

The National Veterans Foundation was created by Shad Meshad in 1985 and it provides the nation's only toll-free helpline for all veterans and their families. It also provides outreach services to homeless veterans and runs a veteran issues awareness program. As one of the world's most sought after experts in treating Post Traumatic Stress Disorder, the U.S. Government asked Meshad to provide training to the counselors at Ground Zero after the terrorist attacks of September 11, 2001. The NVF is open to all who seek emotional support or guidance regarding services available to veterans and their families. For more information: www.nvf.org <<http://www.nvf.org/>>.

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