

# LENNON!!

**Tag line:**

Stepping into a coffee shop with a cup half empty walking out with it half full.

**Movies Slogan:**

Be a Lennon.

Written & Produced by:  
Gio Ferraro

Directed by:  
Jason Leighton

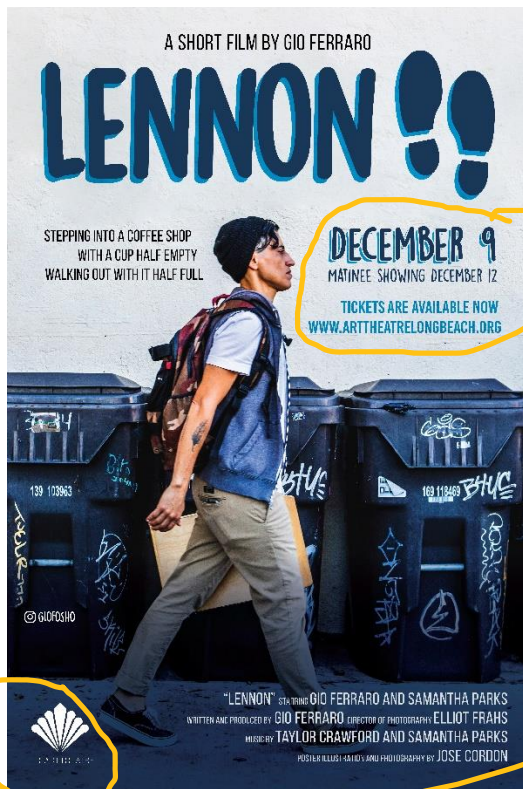
Director of  
Photography:  
Elliot Frahs

Starring:  
Gio Ferraro  
Samantha Parks

**Film Synopsis:**

Lennon is a film about an individual experiencing homelessness who craves to be seen and heard, but all it takes is a stranger offering a cup of coffee to ignite some compassion. The best part is... that compassion can be contagious.

**Movie Poster** will have the logo of each theatre on it, as it is shown including updated dates/times.



Current dates/times

Theatre's logo

**Press articles:**

<https://lbpost.com/hi-lo/former-downtown-gym-owner-pivots-to-film-will-debut-first-work-at-art-theatre-dec-9>

<https://www.presstelegram.com/2021/12/08/how-a-long-beach-gym-owner-pivoted-from-fitness-to-film/>



keeplbcfit.org

**For Immediate Release**

**Contacts:**

Giovanna Ferraro aka Gio

Email: [gburnsfitness@yahoo.com](mailto:gburnsfitness@yahoo.com)

**Long Beach gym owner shuts down her brick and mortar  
and pivots from fitness to film.**

**LONG BEACH, Calif.** (November 28, 2021) – Groundwork Fitness was located in Downtown Long Beach where they were celebrating seven years of success until 2020 devastated this small business. The owner Giovanna Ferraro could not survive the pandemic and ultimately had no choice but to pivot. She is still personal training outdoors at the beach until things settle a bit more, as she has completely packed up the gym.

Giovanna admitted the loss was a huge blow emotionally, mentally and financially... but she found a way to pivot. During the shutdown and the time spent at home isolating it gave her time to read and write, more than she ever could before. In February 2021 Giovanna finished her first ever screenplay, which is a 23 minute short. The film was inspired by her 16 years of homeless advocacy work and the death of her father who passed away experiencing homelessness 16 years ago.

During her time as a small business owner, she was committed to being involved in the city and truly connecting with her local Downtown community. She also started her own non-profit called, Keep LBC Fit ([keeplbcfit.org](http://keeplbcfit.org)), which is a fitness community who gives back to those experiencing homelessness. Giovanna not only understands this vulnerable community, but she feels their pain and most importantly knows their needs. This film called "LENNON" tells the story of the needs, the misconceptions and the solutions to this rising problem. Giovanna states that, "it submerges the audience into a story that helps us reignite the compassion in our hearts. I truly believe we are losing compassion as time goes on and the numbers of people experiencing homelessness rise". She plans to enter this short film into film festivals and continue writing. She is now hyper focused on telling stories of marginalized groups of people to empower their voices. She says, "humanity needs a better understanding of human suffering and film is a way to help that process become a reality." "As I continue to personal train, I'll continue to tell stories."

Giovanna finished filming this short in June 2021. She wrote, produced and acted in this short film. Tickets will be available for showings as soon as December 2021. Follow Giovanna on IG @giofosho for updates & showings. You can also email her directly at [gburnsfitness@yahoo.com](mailto:gburnsfitness@yahoo.com).

## Film Reviews:



Paul Barry  
Past Executive Director  
The Village, a program of MHA (Mental Health America)

“It’s clear from Gio’s experience that homelessness is not limited to those who push carts, talk to themselves, are clearly unkempt and are suspected of using whatever money comes their way on drugs and/or alcohol. Instead, the individuals that struggle with being unhoused are often unidentified and walking anonymously among us and, along with those clearly identified as homeless, respond to the same stimuli as the rest of us – human connection.”



Allison Kripp  
Volunteer/Homeless Advocate  
Health Educator II – Long Beach Homeless Services Bureau

“LENNON is a real look at those without a home, who struggle daily. This beautiful film is a reminder of our humanity and that compassion, even just a small amount, can bring someone you might have walked past every day a bit of hope. Giovanna and her talented film family created a very special film that will resonate with generations by helping to erase so much of the misinformation about those without a home.”