



RICK CHAMBERS & ASSOCIATES

NEWS RELEASE

FOR IMMEDIATE RELEASE

***Star Trek* Event Attendees Dress in Costume, Raise Money for Early Grade Reading Initiative**

United Way Receives Donation to Support Energizing Education in Jackson County

JACKSON, Michigan [Jan. 26, 2015] – Dozens of fans at a theatrical screening of the latest episode in the web series *Star Trek New Voyages* helped raise \$500 to support Energizing Education, an early grade reading partnership through United Way of Jackson County.

The episode, “Mind-Sifter,” was screened Jan. 22 at the Michigan Theater in downtown Jackson. Based on a beloved short story by the late Shirley Maiewski, the teleplay for “Mind-Sifter” was written by Rick Chambers, a Kalamazoo author and lifelong fan of *Star Trek*. Chambers is owner and president of Rick Chambers & Associates, LLC, a public relations and communications firm based in Kalamazoo with clients in the Jackson area.

Those who attended the screening were encouraged to dress in *Star Trek* or science fiction themed costumes. Those who did generated donations from Rick Chambers & Associates, up to a total of \$500, to Energizing Education through United Way.

“As a writer, I’m keenly aware how important reading is to success in school and in life,” said Chambers. “It’s really life-changing. I’m thrilled so many fellow *Star Trek* fans took that challenge and dressed up for a good cause.”

More than 60 fans watched “Mind-Sifter” on the big screen in Jackson, then took part in a Q&A with Chambers and actor [Brian Gross](#), who portrays Captain James T. Kirk.

In the episode, Kirk is lost in the past and presumed killed. While his shipmates struggle to come to terms with his death, newly promoted Captain Spock ([Brandon Stacy](#)) faces a resentful crew, an enemy threat, and haunting mental images of his suffering friend.

As the legendary Kirk, Gross carries the mantle first borne by William Shatner in the original series and later by James Cawley, senior executive producer and creator of *Star Trek New Voyages*.

Gross is an accomplished actor of film and television. His credits include *N.C.I.S.*, *Saving Grace*, *Anger Management*, *C.S.I.*, *Crime and Consequences* and many more, as well as the lead in the TV film *Gila!* and a role in *Red Tails*, the acclaimed 2012 biopic about the Tuskegee Airmen.

Produced by Cawley Entertainment Co. and Retro Film Studios LLC, [Star Trek New Voyages](#) presents new adventures of the starship Enterprise crew based on the original *Star Trek* TV series.

“The Michigan Theater is a real gem in Jackson and a great place to share ‘Mind-Sifter’ with the community,” Chambers said.

“Mind-Sifter” is now available for viewing at no cost on YouTube at the following link:

<http://bit.ly/1B6B4WR>

About Rick Chambers & Associates, LLC

Rick Chambers & Associates works directly with clients to develop strategic, objective-based communications using the most effective and creative tools, including print, electronic, online and in-person, to build relationships and tell their stories. RC&A was founded by Rick Chambers, APR, who brings more than 32 years of experience in communications, public relations and journalism. On the web: www.rickchambersassociates.com.

#