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**CLASSIC AMERICAN DOCUMENTARY *WESTBOUND*
GOES TO PRISON**

GREEN BAY, WI, November 19, 2010 — The feature-length documentary film *Westbound* is finding receptive audiences in state prisons and correctional institutions across the country.

Produced by Arketype, *Westbound* tells the story of 96-year-old Adolph Vandertie, the Grand Duke of the Hobos, and his lifetime obsession with whittling and preserving hobo and tramp art. The film explores Vandertie's final confessions of a life filled with hardship, heartache and addiction—a theme that resonates with many inmates.

"At three recent showings, inmates overwhelmingly connected with Adolph, relating to his struggles and achievements," said David Picard, former education director at the Kettle Moraine Correctional Institution in Kettle Moraine, Wis. "One young man stated that although he was generations apart from Adolph, they faced the same demons and he could easily relate to Adolph's life struggles."

According to Picard, inmates also found comfort in seeing how Vandertie overcame his addiction through his art form.

"The film gives them hope that they too can find a way to a meaningful life," said Picard.

In addition to the Kettle Moraine Correctional Institution, *Westbound* has also been shown to inmates at the Redgranite Correctional Institution in Wisconsin. The film has a December 3 screening slated at the Green Bay Correctional Institution and another at the correctional facility in Oshkosh for an upcoming date. The state corrections department of Utah is also in talks with Arketype to screen the film at all its facilities.

"Hearing how inmates have been moved by Adolph Vandertie's journey toward redemption and healing has been rewarding," said *Westbound* Director and Arketype President Jim Rivett. "Many of these men can relate and are being inspired by the story of a man who battled addiction and found peace and self-respect through creativity."

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Arketype expects to receive requests for screenings from education directors from other states and institutions.

Arketype is an award-winning creative agency delivering high-concept advertising and design solutions through video, animation, online and print. The firm is the recipient of the 2009 BCA TEN Award honoring the top-10 companies in America supporting the arts. For additional information on *Westbound*, visit www.catchwestbound.com or www.arketypeinc.com.

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