

Pure Flix Appoints New Chief Operating Officer

Pure Flix Entertainment announces the appointment of Steve Fedyski as its new Chief Operating Officer.

“Steve has spent his business career helping leaders and organizations grow,” Managing Partner Michael Scott said. “We are excited to have his experience and leadership as we move into this next chapter of growth that God has planned for us.”

In this new role for the company, Fedyski will be responsible for overseeing day-to-day operations while developing the company’s offerings and driving global revenue growth. As a proven industry leader of high quality, inspiring movies and television programs, Pure Flix Entertainment is a production and theatrical distribution company that offers family, inspiration and faith-based content.

“It’s exciting to advance the Pure Flix mission to impact our culture [for] Christ through film with an extraordinary team of talented professionals,” Fedyski said.

Pure Flix Entertainment has offices in Los Angeles, California, and Scottsdale, Arizona, and is slated to produce and distribute three theatrical films in 2015 and four films in 2016. Pure Flix released the best-selling film and DVD **God’s Not Dead** in 2014 and is anticipating an equally impactful response to its upcoming theatrical release, **Do You Believe?**, in March 2015.

Previously, Fedyski served as president and CEO Pinnacle Forum, a Dr. Bill Bright-inspired ministry that formed in 1996. He has held senior sales/marketing executive positions for Fortune 100 consumer products and direct marketing companies like Kraft Foods, Borden and Advo Inc. A popular motivational speaker and entrepreneur, Fedyski has received

multiple national sales, marketing and leadership awards including the prestigious Chairman's Award for Kraft Foods.

As an elder of Highlands Church in his home of Scottsdale, Arizona, Fedyski is a discipleship leader and mentor. In 2014, he was commissioned as a Centurion from the Chuck Colson Center. Other ministries he's been actively involved with include CRU/Campus Crusade for Christ International, House of Refuge and Fellowship of Christian Athletes. Steve also serves as a member of Campus Crusade's Arizona Prison Advisory Board and Ambassador for The Phoenix Rescue Mission.

Fedyski has a business/psychology degree from Baldwin-Wallace College and earned his graduate degree in business/management at the University of Memphis. He has been married to his wife, Tracy, for 31 years, and they have two adult married children and four grandchildren.

Pure Flix Entertainment originated in 2005 under the leadership of Russell Wolfe, CEO/managing partner, Michael Scott, managing partner/producer and David A.R. White, managing partner/actor/producer.

In addition to handling TV Network Sales, Pure Flix Entertainment sells to major ministries, (Christian Booksellers Association, Family Christian, LifeWay), the general market (Wal-Mart, Target, Blockbuster, Netflix, Redbox, etc.) and churches, for the promotion of "Church Movie Night."