

THE DEVIL'S ROAD

A Baja Adventure



BROKEN WAGON FILMS PRESENTS "THE DEVIL'S ROAD"

DIRECTED BY JT BRUCE PRODUCED BY TODD BRUCE ASSOCIATE PRODUCER BRI BRUCE SCIENTIFIC ADVISOR GREG MEYER

FILMED ON LOCATION IN BAJA CALIFORNIA



FILMSYNOPSIS

FOLLOW FATHER AND SON, TODD AND JT BRUCE, ON A 5,000-MILE JOURNEY THROUGH THE RUGGED, MAJESTIC TERRAIN OF BAJA CALIFORNIA AS THEY RETRACE THE STEPS OF THEIR ANCESTOR, EDWARD ALPHONSO GOLDMAN, ONE OF THE LAST GREAT AMERICAN NATURALISTS.

In 1905, Goldman and his partner, Edward William Nelson, set out on horseback across the Baja California Peninsula in a time when it was one of the most remote and challenging regions of North America. Their 2,000-mile expedition was the first to complete a comprehensive survey of Baja's unique and rich ecology.

Now, over a century later, Goldman's descendants return to Baja, atop motorcycles and with a film crew, reliving their ancestor's remarkable expedition.

The crew meets Mexican scientists, hospitable and vibrant locals, and

are even greeted by old friends. But underneath Baja's unwavering friendly and peaceful demeanor, many Baja Californians hint at a darker story that threatens their home and way of life.

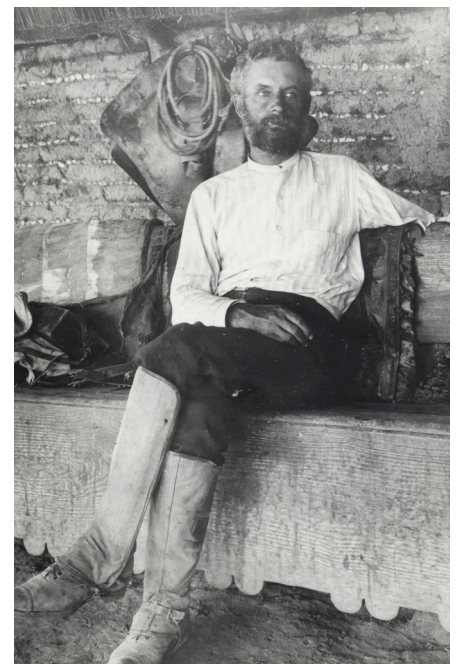
Realizing that the Baja of Nelson and Goldman's time has changed, the crew encounters the results of overfishing, destructive resource extraction operations, the excesses of tourism, and blatant pollution. The ecosystems

Baja was once lauded for, are on the brink of collapse. Nevertheless, the crew captures stories of hope and aims to understand what we can learn from those brave explorers in creating a path forward.

The Devil's Road is a film about discovery and change, and acts as an environmental call to arms that pays homage to the strange and awe-inspiring ecology of Baja.



Edward Alphonso Goldman



Edward William Nelson

PRODUCTION TEAM



TREVOR DUDECK

Executive Producer

Trevor Dudeck is the Executive Producer of *The Devil's Road*. For the past 15 years, Trevor has held Producer, Executive Producer, and Strategic Marketing roles on film, TV, and commercial projects. His ability to navigate any climate, scope, schedule, or team while maintaining the creative vision has resulted in a wide range of work spanning multiple genres. Trevor has a passion for production and marketing evident in part by a trusted network of filmmakers and creatives ready to follow him into the next adventure. Most recently, he produced *Disaster Playground*, a documentary feature that screened at SXSW and *Without A Scalpel*, a medical docu-series currently streaming on Amazon. Trevor also serves as the Chief Strategist for Lemonade, a digital marketing agency based in the Bay Area.



ROWAN BROOKS

Executive Producer

Executive Producer, Rowan Brooks, heads up the creative department at Lemonade, a creative agency he founded with fellow EP, Trevor Dudeck, to create compelling, personal stories with the camera. As an EP, Rowan brings his passion for themes of environmental protection, inclusion, and social justice to every project he works on. His award-winning films have premiered at festivals around the world and online including Mill Valley Film Festival, Tribeca, Clermont-Ferrand, BFI (London), and on PBS.



TODD BRUCE

Producer

With nearly thirty-two years of logistical and administrative experience, Todd is a retired Fire Captain from Northern California where his duties included the command of large incidents (often up to hundreds of individuals and pieces of firefighting equipment), logistical support and administrative responsibilities ranging from day-to-day activities to major emergency incidents. Todd received his Bachelor of Science degree from Humboldt State University in Forest Science. He has been exploring and adventuring Baja since his first trip in 1991. Todd is a published author (*Nine Passes*, 2015) and experienced outdoorsman. Making the transition from fighting fires to being responsible for the operational needs of producing a documentary film has been a natural fit.



JT BRUCE

Director

JT got his hands on a VHS camcorder in the early 90s and has been making movies ever since. After receiving a Bachelor of Science degree in television, film, and new media production from San Diego State University, he took a job at a production studio working on myriad nature documentaries, experimental films, and animated shorts. Also a musical artist, his fourth full-length album, *Vandal of Fortune*, was released in June of 2015. For the past 10 years he's been working as a professional freelance animator and visual effects artist in the San Francisco Bay Area. *The Devil's Road* is his first feature as director. More of his work can be seen at www.subjectruin.net.



BRI BRUCE

Associate Producer & Marketing Manager

Bri is an editor, graphic designer, publisher, and award-winning author and pushcart prize nominee from Santa Cruz, California. With a bachelor's degree in literature and creative writing from UC Santa Cruz, her personal work has appeared in dozens of magazines and literary publications. She is the author of *The Weight of Snow*, *28 Days of Solitude*, and *The Starling's Song* and founder/owner of Bri Bruce Productions. Her professional career in publishing, design, and marketing has given her the opportunity to work on hundreds of creative projects with well-known authors, academics, and businesses from around the globe and in varying capacities. In her private time, she is an accomplished surfer, free diver, backpacker, and adventurer, and currently works in the environment and renewables industry.



GREG MEYER

Scientific Advisor

Greg has been a professional naturalist, outdoor guide, and educator for over thirty years and led his first trip to Baja in 1985. During this time he has traveled all over Baja working for the Oceanic Society, Betchart Expeditions, H & M Landing, Linblad Expeditions, National Geographic Expeditions, the BBC, and Glendale College. Greg received his M.A. from Prescott College in Environmental Studies with an emphasis in Conservation Biology. His research interests are the preservation of island ecosystems, the evolution of island birds, and marine vertebrates. As a naturalist and guide he has led trips on five continents from Alaska to Antarctica. Currently he teaches Outdoor Education at California State University, Monterey Bay and continues to explore the natural world with clients and students.



DIRECTOR'S STATEMENT

Four years ago, our crew set out to bring a historic expedition out of obscurity and create a phenomenon out of the lost lessons of the past.

Our film—*The Devil's Road*—comes at a time when we as a society are finally realizing that our natural world is changing, and that human activity is the driving force behind it. Scientists have known this for decades, but now the changes are so large, and happen at such a high rate, that it is apparent to anyone who looks. This scientific consensus could not have been built without the sweat of early explorers, who traveled to distant inhospitable lands to study and catalog what they found. Only through a comparison between past records and modern observations can we definitively show that things are amiss in ecosystems worldwide.

Edward William Nelson and Edward Alphonso Goldman are not household names, and they were not the first explorers of Baja California, but their work in the early 1900s brought together all previous studies performed there and laid a foundation for all future ones. They were a bridge between viewpoints.

The Devil's Road is about navigating between perspectives. We shine a light on the past to contextualize the present. Many seem to consider our current problems as fully unique to our time period, disconnected from history. But historical context is a tool that can help us make sense of problems happening today and can even help us find a way forward. To know where you're going, it helps to know where you've been.

This is what I hope our film accomplishes. It's not just a historical documentary or motorcycle road movie. It's not a reprimand on the audience for some perceived failure to protect the environment. It's a chance to gain a wider perspective and view the trajectory that our planet's ecosystems are on, and to help people make their own decisions about how we should approach the future.

Travelers are quick to think that everything worth finding has been found. That people like Nelson or Goldman are the last explorers able to make significant discoveries. That Earth has essentially been conquered, or worse, that the decline into catastrophe has begun and is irreversible. But scientists today

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continue to push the envelope, to make new connections, to discover new forms of life and advance our understanding of the world we live in. Men and women of science are in the unique position of seeing both how much there is left to discover, and how easily it can disappear.

The future of earth's ecosystems will reflect our actions today. There is no better lens through which to view these ideas than Baja California—a place where history, nature, and adventure collide.

CREDITS

DIRECTOR	JT BRUCE	ADVENTURE CONSULTANTS	ADAM COSNER BRET GAINERY BILL SYLVESTER MIKE KERBYSON PHIL YANNONI ERIC DOUGHTY
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PRODUCER	TODD BRUCE	WELDING SERVICES	NATHAN NAZAROFF
ASSOCIATE PRODUCER	BRI BRUCE	MAP OF BAJA PROVIDED BY	LYNDA AND STEVE GRISTMAN
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TRANSPORTATION SPECIALISTS	ERIC DOUGHTY GIAVANI DOUGHTY ROBERT HOLSTON		
TRANSLATION SUPERVISOR	JADE LEWIN		
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SAN DIEGO ZOO GLOBAL
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UNITED STATES FISH AND WILDLIFE SERVICE
STEVE KIRKLAND



SPECS

TITLE: *The Devil's Road*

SUBTITLE: *A Baja Adventure*

TAGLINE: One hundred years in the saddle.

LOGLINE: One family's quest to recreate a historical expedition through Baja California.

ONE SENTENCE: A group of adventurers set out across Baja California on a 5,000-mile journey to recreate the century-old expedition of two prolific and obscure naturalists.

SHORT SYNOPSIS: Following the century-old expedition route of two of Baja's most prolific and obscure naturalists, a group of adventurers set out on a 5,000-mile journey on motorcycles to document over one hundred years of change in Baja California.

Their search takes them on a thrilling quest—by motorcycle, airplane, boat, and horseback—to recreate the historic, unprecedented expedition across Baja. Along the way, they bear witness to the vibrant culture and unforgettable people, endure the challenges of the road, and get a glimpse into this extraordinary place and its uncertain future.

The Devil's Road is rich with adventure and shows the interplay between past and present. A film about discovery and change, it acts as an environmental call to arms that pays homage to the strange and awe-inspiring Baja California.

WEBSITE & SOCIAL MEDIA LINKS:

WEBSITE: www.devilsroadfilm.com

FACEBOOK: <https://www.facebook.com/devilsroadfilm>

TWITTER: <https://twitter.com/devilsroadfilm>

INSTAGRAM: <https://www.instagram.com/devilsroadfilm>

YOUTUBE: <https://www.youtube.com/channel/UC0yRiXo-Salve9Odx4ZcXRQ>

FILM:

RUN TIME: 98 minutes

FORMAT: HD 1080p

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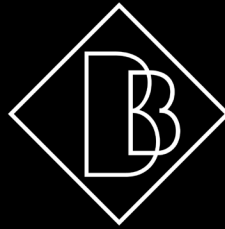
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