

## **Enlighten Us – The Rise and Fall of James Arthur Ray**

### **Enlighten Us (2016)**

#### **Plot Summary**

ENLIGHTEN US: THE RISE AND FALL OF JAMES ARTHUR RAY is the story of the motivational rock star's meteoric rise, fall and return to the \$11 billion self-help industry after his negligent homicide conviction in the death of three clients at a sweat lodge at one of his events. As this story unfolds, we learn from Ray, his followers and his accusers, about how their methods of self-improvement ultimately caused so much suffering. ENLIGHTEN US asks the important questions, "What are we looking for" and "Who has the answers" and even the simple question "Why?"

[http://www.imdb.com/title/tt5241010/plotsummary?ref=tt\\_ov\\_pl](http://www.imdb.com/title/tt5241010/plotsummary?ref=tt_ov_pl)

#### **Synopsis:**

"Are you with me?" These are telling words spoken by James Arthur Ray to filmmaker Jenny Carchman as the tale of this once-star motivational speaker begins to unfold. His meteoric rise and fall, as well as his return to the industry following his negligent homicide conviction in the deaths of three clients at a sweat lodge ceremony is more than just a story of one individual. It's a story of hope, dreams, trust, betrayal and the quest for 'enlightenment.' [Synopsis courtesy of Tribeca Film Festival]

<http://www.indiewire.com/film/enlighten-us-the-rise-and-fall-of-james-arthur-ray>

### **Reviews April, 2016**

#### **Documentary presented at Tribeca Film Festival, New York:**

#### **4/16/2016 - Victim Impact Statement – by Jean Brown**

The victim impact statement I gave during the sentencing for James Ray's manslaughter trial in 2011. 3 people, including my sister Kirby Brown, died at James Ray's "spiritual warrior" retreat in October 2009. Ray was found guilty of 3 counts of negligent homicide.

<https://www.youtube.com/watch?v=7Am3-veFBtA>

#### **4/18/16 – The Verge – by Matt Stroud**

In Enlighten Us, a disgraced guru fails to find redemption

A new documentary on James Arthur Ray doesn't go far enough

<http://www.theverge.com/2016/4/18/11434916/enlighten-us-disgraced-guru-james-arthur-ray>

#### **4/21/16 - The Daily Beast - by Lizzie Crocker**

#### **Sweat Lodge Guru James Arthur Ray: I'm Not a Murderer**

In 2009, three people died and dozens hospitalized after a sweat lodge ritual James Arthur Ray organized went tragically awry. Now, as a self-help guru, Ray still wants to help people.

<http://www.thedailybeast.com/articles/2016/04/22/sweat-lodge-guru-james-arthur-ray-i-m-not-a-murderer.html>

**4/22/2016**

**Sweat Lodge Guru James Arthur Ray: I'm Not a Murderer**

Lizzie Crocker

<http://www.thedailybeast.com/articles/2016/04/22/sweat-lodge-guru-james-arthur-ray-i-m-not-a-murderer.html>

**4/28/16 Updated 4/29/16 – Huffington Post**

By Matthew Jacobs - Entertainment Reporter, The Huffington Post

**James Arthur Ray, Disgraced Self-Help Guru, Still Hopes To 'Enlighten Us'**

Talking about James Ray's comeback.

[http://www.huffingtonpost.com/entry/james-arthur-ray-documentary\\_us\\_571fc43ce4b01a5ebde3b654](http://www.huffingtonpost.com/entry/james-arthur-ray-documentary_us_571fc43ce4b01a5ebde3b654)

**James Arthur Ray, Disgraced Self-Help Guru, Still Hopes To 'Enlighten Us'**  
**A new documentary chronicles Ray's comeback efforts.**

April 28, 2016 |

[http://www.huffingtonpost.com/entry/james-arthur-ray-documentary\\_us\\_571fc43ce4b01a5ebde3b654](http://www.huffingtonpost.com/entry/james-arthur-ray-documentary_us_571fc43ce4b01a5ebde3b654)

**Reviews and Responses November/December 2016**  
**Broadcast CNN December 3, 2016**

**CNN Trailer**

November 23, 2016

<http://www.cnn.com/videos/us/2016/11/23/enlighten-us-timeline-orig.cnn>

**ENLIGHTEN US: THE RISE AND FALL OF JAMES ARTHUR RAY**

By Brian Tallerico

November 29, 2016

<http://www.rogerebert.com/reviews/enlighten-us-the-rise-and-fall-of-james-arthur-ray-2016>

## **New CNN Documentary Examines New Age Guru James Arthur Ray, Convicted in 3 Deaths in Sweat Lodge Tragedy**

By Jeff Truesdel,

December 2, 2016

<http://people.com/crime/new-cnn-documentary-examines-new-age-guru-james-arthur-ray-convicted-in-3-deaths-in-sweat-lodge-tragedy/>

and (same text, different clips)

<https://www.yahoo.com/celebrity/cnn-documentary-examines-age-guru-160820325.html>

## **Who Is James Arthur Ray? CNN's Movie About Self-Help Guru To Air Years After Sweat Lodge Deaths**

CLARK MINDOCK @CLARKMINDOCK

By December 02, 2016

<http://www.ibtimes.com/who-james-arthur-ray-cnns-movie-about-self-help-guru-air-years-after-sweat-lodge-2454140>

## **Sweat lodge guru's attempted comeback angers victims**

By Jason Kravarik and Sara Sidner, CNN

Updated 6:01 PM ET, Sat December 3, 2016

<http://www.cnn.com/2016/12/01/us/sweat-lodge-james-arthur-ray-victims/>

and (without videos)

<http://www.ozarksfirst.com/life-health/victims-angry-at-sweat-lodge-gurus-attempted-comeback>

## **Facebook post by Nathan Thornburgh (Times Magazine – interviewed in movie)**

December 3, 2016

[https://www.facebook.com/nthornburgh/posts/10154793216313599?comment\\_id=10154793345428599](https://www.facebook.com/nthornburgh/posts/10154793216313599?comment_id=10154793345428599)

## **Sweat-lodge deaths guru James Arthur Ray's comeback bid profiled in CNN's Enlighten Us**

By April Neale,

December 3, 2016

<http://www.monstersandcritics.com/smallscreen/sweat-lodge-deaths-guru-james-arthur-rays-comeback-bid-profiled-in-cnns-enlighten-us/>

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### **Who Is James Arthur Ray? CNN's Movie About Self-Help Guru To Air Years After Sweat Lodge Deaths**

By CLARK MINDOCK @CLARKMINDOCK

December 02, 2016

<http://www.ibtimes.com/who-james-arthur-ray-cnns-movie-about-self-help-guru-air-years-after-sweat-lodge-2454140>

From [www.seeksafely.org](http://www.seeksafely.org):

### **Court of Law or Justice? The Latest on James Ray**

By Ginny Brown

November 5, 2016

<http://www.seeksafely.org/2016/11/05/court-of-law-or-justice-james-ray/>

### **Sedona: The Whole Story**

November 30, 2016

Seeksafely – with “The Death Dealer” on The Verge by Matt Stroud

<http://www.seeksafely.org/2016/11/30/sedona-whole-story/>

### **Getting the Whole Picture of What Happened in Sedona**

By Jean Brown

December 2, 2016

<http://www.seeksafely.org/2016/12/02/getting-whole-picture-what-happened-sedona/>

### **Like It Never Even Happened**

By Annette Kahrs

December 2, 2016

<http://www.seeksafely.org/2016/12/02/like-never-even-happened/>

### **Letter to James Ray from Jean Brown,**

December 3, 2016

<http://www.seeksafely.org/2016/12/09/letter-james-arthur-ray-jean-brown/> or

<https://www.youtube.com/watch?v=EsvbK7OzpTg>

**WHAT HAVE WE LEARNED from the TRAGEDY in SEDONA**

By Ginny & George Brown

December 9, 2016

<http://www.seeksafely.org/2016/12/09/learned-tragedy-sedona/>

**James Arthur Ray returns to “Enlighten Us”**

**CNN special covers landmark trial, life of self-help mogul**

By Helen Edwards

December 14, 2016

<http://www.cavalierdaily.com/article/2016/12/james-arthur-ray-returns-to-enlighten-us>