

WINSTON-SALEM, NC. January 23, 2015.

## JENNIFER ANISTON, in Pain in CAKE



### **SPOILER ALERT!**

*CAKE*, starring Jennifer Aniston, opens today in theaters nationwide. The film explores the complex world of a woman struggling with many issues; one of which is chronic pain syndrome. Editors of *PainPathways*, a national print and digital magazine created for people with chronic pain and their caregivers and providers, screened the film at a preview event at the a/perture theater in Winston-Salem, NC.

The film, which debuted in the 2014 Toronto International Film Festival, began stirring controversy before its release for its depiction of people in chronic pain who also abuse medication.

"We knew about *CAKE* last year, and have already received letters from readers and comments through social media," says Amy Taylor North, managing editor of *PainPathways*. "After seeing the film, I can say that no part of it makes light of chronic pain. The controversy comes because the main character seeks medication illegally and abuses alcohol. Ultimately, this film will spark conversations about chronic pain, and that's what's needed."

Jennifer Aniston's media tour for *CAKE* included an appearance on NBC's *The Tonight Show with Jimmy Fallon*, where she mentioned the plight of people with chronic pain and the silence they often live in.

"I've never heard 'chronic pain' presented in pop culture from such a visible personality as Aniston," says Richard Rauck, MD, editor-in-chief of *PainPathways*, director of the pain management fellowship at Wake Forest University Medical School and president of the World Institute of Pain. "I'm glad the film is raising awareness. Not everyone in chronic pain has visible scars or symptoms like the character in *CAKE*, but that doesn't make the pain less real."

Like many who live with pain, Aniston's (onscreen) caregiver, played by Adriana Barraza, plays a pivotal role.

Says Dr. Rauck, "Aniston's character has the means to hire a caregiver, but many people don't. The film depicts a lonely and painful situation, but this story is really about a woman who chooses Life. This film's buzz will help open minds and keep people talking."

Helping attract attention are other A-list actors who have small but significant roles in the film, including Anna Kendrick, Felicity Huffman, William H. Macy and Sam Worthington.

To hear what others in the pain community are saying about *CAKE*, visit <http://www.painpathways.org/cake>. To access pain management resources, Facebook chat transcripts and the stories of celebrities and others who live with pain, visit [www.painpathways.org](http://www.painpathways.org).

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