

FIVE POINT FIVE LITRES OF BLOOD INSPIRES LIFE CHANGING MOVE

"Everyone has 5.5 litres of blood. I am just a human being, for me everybody is the same"
Narayanan Krishnan

20 JUNE 2013 Today marks the official launch date of the initiative [Five Point Five](#), a documentary project like no other.

Serena Star Leonard and John Leonard, co-founders of Five Point Five, began the project in April 2012, when they packed up their life in Bondi, Sydney, to travel the world for three years. A dream they both shared since they met and married three years earlier.

Star Leonard explains, "We'd planned our three year adventure but we knew we wanted to create something that would have some meaning while we travelled."

The name is inspired by [Narayanan Krishnan](#), a simple Indian man who quit his job to care for the destitute and mentally ill on the streets of India. Krishnan believes everybody has 5.5 litres of blood making everyone the same.

Star Leonard says, "We think with their 5.5, not only are we the same, but everybody has the capacity to make a difference. We set out to prove this theory all over the world by finding people who dedicate their lives to doing something that matters and capturing their stories."

The Five Point Five website is the platform Serena and John use to capture the inspiring people they find on their travels.

Serena explains, "We have had the privilege of a warm welcome into a jungle orphanage, slum neighbourhoods, shoestring conservation projects, indigenous communities, a brothel and villages so remote that their way of life has not changed for hundreds of years. They have all been an absolute privilege to document and I find my heart growing at each stop, for the depth of humanity and compassion we find in every corner of Latin America."

After a year in the making some of Five Point Five stand out stories include:

1. Oscar, a former street kid who runs two schools for kids from the slums in Colombia.
2. Lydieth, who fought for the right for girls to play football on the small island of Ometepe. Their program has reduced teen pregnancy and empowered women all over the island.
3. Fanny, a former sex worker in an impoverished area in Nicaragua who set up a group to educate and support over 400 sex workers in the region in their rights to avoid violence and health choices.

John explains, "These are people who don't rely on governments, they don't rely on a lot of outside help, they simply see problems and do what they can to fix them."

Five Point Five also consists of [Five Point Five Travel](#), showcasing the best accommodation and tour options for lifestyle travellers and the [CALI Awards](#),

awarded to modern day heroes - people who have dedicated their lives to making a difference.

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For media enquiries or interviews please contact Serena Star Leonard on serena@in2months.com or Belinda Gurd at wordsbybelle@gmail.com

About Five Point Five: Brainchild of Serena Star Leonard and John Leonard, Five Point Five captures Serena and Johns worldwide search for everyday people doing extraordinary things. In April 2012, Serena and John set off on a three year adventure with the aim of documenting people from all over the world who choose to spend their time doing things that matters.

Five Point Fives mission: Through storytelling and sharing with the worldwide community, FPF wish to inspire people to make a difference in their own community.

Five Point Fives name was inspired by [Narayanan Krishnan](#), a man who quit his job to care for the destitute and mentally ill on the streets of India. "Everyone has 5.5 litres of blood. I am just a human being, for me everybody is the same". www.fivepointfive.org

About Serena Star: Serena Star-Leonard is an author, business coach and blogger. She gives small business owners practical ways to enjoy website success through her partnership in the website Grassroots Internet Strategy and has a passion for building communities through blogging, email marketing and social media. A self-proclaimed business hippy, Serena looks at business as a means to an end, rather than the destination. Her blog that became a bestselling book "How to Retire in 12 Months" has been running since 2009 and her blogging success has seen her become a regular in the Australasian media. Serena is currently filming mini documentaries and travel reviews in the Americas for a new more altruistic project, Five Point Five.

About John Leonard: John is an blogger, writer, hotel manager and multi-media enthusiast. He began his career in hospitality in 1999 and over the years has managed some of the biggest and busiest venues in Sydney and Dublin. Much of his working career has been balanced with representing his county and country in sport as well as coaching and training other up and coming goalkeepers. John is currently volunteering, blogging and filming throughout Latin America.