



WIN



THE LOGLINE

Based on a true story, a sharp, relentless girl raised in poverty and abuse turns survival into ambition, rising into a trailblazing entrepreneur and inventor while redefining what a “normal” life really means.



THE STORY

WIN is based on the best-selling and critically acclaimed novel *What is Normal?* by Ginny Scales-Medeiros and serves as the foundation for this powerful, character-driven screenplay.

Inspired by true events, WIN tells the story of a bright young girl raised in poverty, abuse, and hopelessness. Her early years force her to adapt, observe, and survive. She rises to become a successful author, inventor, and entrepreneur, redefining what a “normal” life really means.

More than a story of success, WIN explores the emotional complexities of a woman's search for a “normal” life, only to discover something far more meaningful. A life of authenticity, purpose, and resilience.

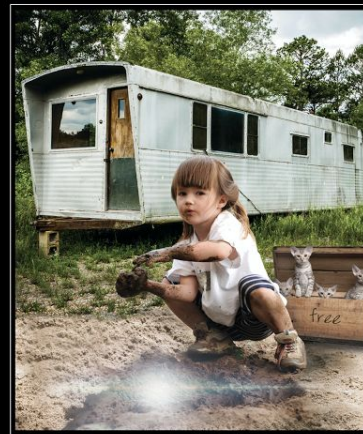
WIN is a cinematic feature about transformation, self-discovery, and the power of love, redemption, and forgiveness.



"I've always wondered what NORMAL is and when I saw Ginny's book 'What is Normal?' I dove right into reading about Sue's challenges, her desperation as a child, her recovery, and eventually her success. It's a moving story of love, redemption, and forgiveness."

Joanna Cassidy Actress /Golden Globe Award winner

WHAT IS NORMAL?



This little Light of mine, I'm going to let it SHINE,
Not going to let Darkness blow it out!

GINNY SCALES MEDEIROS

NEMOURS
PUBLISHING





WIN follows Sue, a resilient young girl born into poverty and abuse in the backwoods of upstate New York. Living in a rundown trailer with her teenage, uneducated parents, Sue endures unimaginable hardship, including abuse by a close relative at the age of five, a trauma that breaks most people.

But Sue is not *most people*.

Invisible to the world, she learns to use that invisibility to her advantage. Driven by sheer will and an uncanny wit, she survives through petty theft and hustle, ultimately discovering a remarkable talent for selling. From these humble and harrowing beginnings, Sue emerges as a natural entrepreneur, resourceful, fearless, and determined to build a better life.

As a teenager, Sue falls under the influence of drugs and alcohol, setting off a chaotic descent that nearly consumes her future. But her lowest point becomes the turning point.



With grit and tenacity, Sue defies every expectation. In the late 1970s, when the automotive world is a boys' club, she breaks in.

On her first day at a dealership, she sells a car. Within a year, she's crowned *Salesman of the Year* and lands in the headlines as a rising star in a male-dominated industry.

But Sue doesn't stop there.

Recognizing the imbalance in how women are treated in car sales, she pioneers one of the first *female-centric car-buying clinics*, empowering women with the knowledge and tools to make informed decisions. Her mission? To level the playing field, and redefine who belongs in the driver's seat.

Despite relentless personal and professional obstacles, Sue's unwavering drive propels her forward. She reinvents herself as a successful inventor, creating a wellness product that launches in world-class spas and airs on QVC, reaching millions.



At the same time, she continues to dominate in the automotive world, earning top sales honors year after year in an industry that rarely welcomed women.

But Sue's greatest victory isn't in sales or innovation, **it's internal.**

After years of battling her own demons, she redefines success on her own terms. She lets go of the illusion of "what normal is" and embraces her authentic self: flawed, fearless, and finally free.

Fueled by grit, humor, and unwavering determination, Sue's journey is not just about survival, it's about transformation. **WIN is a story of heartbreak and healing, of overcoming the odds to discover one's true worth and potential.**







WHY WIN?

WIN is a powerful, prestige drama anchored by a bold, complex female lead. The film follows Sue's extraordinary rise from poverty and trauma to become a top automotive saleswoman, successful inventor, and early advocate for electric vehicles.

Spanning multiple decades, *WIN* explores universal themes of resilience, identity, recovery, and self-worth. The story is cinematic yet intimate, brought to life through emotionally charged performances, elevated production design, and a rich, era-defining soundtrack.

What sets *WIN* apart is its deep relevance to today's cultural climate, addressing timely issues such as addiction recovery, female empowerment, economic mobility, and sustainability, highlighted by Sue's visionary support for alternative transportation and electric cars long before they became mainstream.

In the tradition of *Winter's Bone*, *The Florida Project*, *Leave No trace*, *American Honey* and *Fish tank*, *WIN* is a raw, awards-worthy vehicle for a transformative lead performance with the potential to spark conversation and inspire audiences worldwide.

COMPARABLES



COMPARABLES



A woman with long, wavy hair is shown from the back, looking out over a blurred city street at night. The background is filled with bokeh lights from buildings and streetlights, creating a warm and atmospheric scene. The text "THE TEAM" is overlaid in the center of the image.

THE TEAM

GINNY SCALES MEDEIROS

Virginia “Ginny” Scales-Medeiros is a trailblazing American author, inventor, and entrepreneur best known for her acclaimed semi-autobiographical novel *What Is Normal?*. Her compelling life story is the inspiration behind *WIN*, the upcoming feature film.

Ginny is the inventor of the internationally recognized blacklight sunless tanning system and holds multiple patents and trademarks across various industries. A passionate advocate for sustainability, she gave up gas-powered transportation in 2007 and served on the board of ZAP (Zero Air Pollution), one of the early pioneers in electric vehicles.

She co-authored the book *What Is the Electric Car?*, alongside several celebrity contributors, and appeared in the award-winning documentary of the same name. Ginny has been featured on NBC, CBS, FOX News, and in national publications, gaining recognition for her innovation, advocacy, and entrepreneurial spirit.

Her journey—from adversity to invention, and from invisibility to influence—continues to inspire audiences across the world.



PRODUCER/WRITER/INVENTOR



WRITER/DIRECTOR

JOSE ZAMBRANO CASSELLA

José Zambrano Cassella is an award-winning director, cinematographer, and editor with a distinguished career spanning theatrically released feature films, documentaries, and more than 2,000 television commercials. He has collaborated with iconic directors such as Robert Rodriguez and Roger Corman and was mentored by the legendary Tony Scott.

His commercial work includes campaigns for global brands like IBM, Apple, Nike, McDonald's, and Reebok, including an award-winning campaign for the 2014 World Cup.

In music, José has directed videos for global stars such as Shakira, Snoop Dogg, Maná, and Eminem.

Some of his recent feature film credits include *The Sacred* (2012), *Cassadaga* (2013), *Acceleration* (2019), *Goodbye Butterfly* (2021), *The Harbinger* (2022), *Carolyn* (2023), and the upcoming *Until She Sleeps* (2026) starring Richard Dreyfuss.



Hopkins Honda saleswoman Ginny Scales (right) shows Vacaville's Janet Wing how to check for oil leaks on a used car during a recent seminar for car buyers. (Reporter Photos by Cheryl Palmer)



DAILY REPUBLIC **automotive**

Ginny Scales of Fairfield checks over the cars at the dealership where she works. She has been on the sales staff of Evans Hopkins Honda for two years. And, both years she's claimed the top salesperson award by selling the most cars.

The world of selling cars

Woman's skills propel her into top sales spot

By AMY MAGONNE
Daily Republic Staff Writer

FAIRFIELD — Real men may not come with a red sports car, but — that's not to say they aren't. Ginny Scales has been on the sales staff of Evans Hopkins Honda

daily right. "I've sold just about everything," she said. "I worked my way up to selling more expensive items."

Scales secured her first job in the auto sales business at the age of 18.

Success on the right foot — she sold a car the first day. "Selling has always been real easy," she said. "Certain people are salespeople and most are not salespeople."

Scales is also quick to note that being a woman isn't her selling a woman isn't her

"I've also had women that come along with their husbands and are jealous. "It's not a big problem. I think probably has to do with their man's ego. Scales is also quick to note that being a woman isn't her



A woman with long, wavy blonde hair tied back, wearing a dark blazer, is seen from behind, looking out at a dark-colored car at night. The scene is illuminated by warm, yellowish light, possibly from a street lamp or building lights, creating a bokeh effect in the background. The car's headlights and taillights are visible, and the overall atmosphere is moody and professional.

CONTACT

Ginny Scales-Medeiros

ginnywin@icloud.com

707.291.9685



WIN