

From: [Film1](#)
To:
CC:
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Attachments:



News & Events

NEWS:

BURT REYNOLDS MUSEUM & INSTITUTE FOR FILM & THEATRE NAMES NEW EXECUTIVE DIRECTOR

Former Student of Reynolds Steps Into Lead Role

Jupiter, Florida - September 14, 2009 - Screen legend, Burt Reynolds, a long time Jupiter resident, announced the appointment of Kenneth Kay as the new executive director of the Burt Reynolds Museum and Burt Reynolds Institute for Film and Theatre (BRIFT). In making the announcement, Reynolds stated that "Ken's experience as an actor, director and arts administrator will expose our students to new possibilities and provide real impetus for our growth. I look forward to working with him and to expanding BRIFT's presence in the community." In his role as director, Ken Kay will expand BRIFT's reach through the addition of new classes, invitations to visiting artists and the production of films and plays.

Kay, who debuted professionally in 1978, has directed or acted in nearly 200 stage productions throughout the southeast and on national tour. He is an alumnus of The Burt Reynolds Institute for Theatre Training (BRITT1981), where he studied under Burt Reynolds, Charles Nelson Reilly, Julie Harris, Stuart Vaughan, Jose Quintero, Dom DeLuise and Martin Sheen. Most recently he served as executive and producing artistic director of the Blowing Rock State Company in North Carolina and is the former director of outreach programs and artistic associate at the Caldwell Theatre Company in Boca Raton. Kay is the recipient of four Carbonell Awards for Directing. In accepting this appointment, Ken Kay stated that he felt honored to be working with Mr. Reynolds in pursuit of BRIFT's mission to provide educational opportunities for actors and filmmakers. "This is a continuation of the lessons I learned as an apprentice 30 years ago, where Mr. Reynolds talked to us about the importance of giving back," said Kay. "Returning to lead BRIFT is my giving back. I want to see BRIFT grow and continue to make a positive impact on lives and careers, the way the BRITT program did for me and so many others."

Kay will work closely with Reynolds, board of directors' chair, Suzanne Niedland, (BRITT alumna 1990), and vice chair Kathleen Kozinski to expand BRIFT's reach and vision to include comprehensive film and theatre labs, workshops, production of original films and plays, theatre and film sound-stages, visiting artists, screenplay classes and competitions. Niedland is looking forward to working with Kay, "In addition to the wealth of artistic experience Ken brings to our organization, he will be an asset to our fund-raising efforts and finding a new home." The building, which houses the museum, is scheduled to be part of a new development plan in Jupiter.

"The Burt Reynolds Institute for Theatre Training is an exceptional jewel in Palm Beach County's cultural community," says Rena Blades, President and CEO of the Palm Beach County Cultural Council. "The addition of Mr. Kay makes this dynamic organization even more special as it moves into the future."

Burt Reynolds is a graduate of Palm Beach High School and a life long Palm Beach County resident. He has used his celebrity to enhance the Town of Jupiter's exposure in the world, contributed to the development of the local film industry, created countless jobs and facilitated memorable cultural experiences for local residents. "Burt Reynolds is a Palm Beach County cinematic cultural treasure," said Palm Beach Film and Television Commissioner, Chuck Elder, "and we are fortunate he continues to pass on the secrets of the art form he has mastered."

More than 2,500 people attended the opening of the Burt Reynolds & Friends Museum in 2003, a non-profit organization, which houses a priceless collection of memorabilia and currently serves as home for BRIFT. The museum is filled with items from some of Hollywood's greatest actors as well as a substantial collection of sports and western memorabilia. Visitors are often amazed at the accomplishments and cultural contributions made by Reynolds, Palm Beach County's most famous son. Located in the heart of Jupiter, it is one of the largest celebrity museums in the country. The mission of BRIFT is to provide educational opportunities for actors and filmmakers located at the Burt Reynolds and Friends Museum.

For more information, visit <http://www.brift.org>.

DAYTONA BEACH FILM FESTIVAL ANNOUNCES OPENING NIGHT FILM, TICKETS NOW ON SALE, CONTEST FOR LOCAL SURFERS

Tonight marks the first public event leading up to a major milestone. Three weeks remain until the start on Oct. 9 of the seventh annual Daytona Beach Film Festival. But the first step toward the three-day event is a preview party.

At 7 p.m., the Museum of Arts and Sciences will open its doors for a wine and cheese pre-view party. The festival team, led by Cinematique of Daytona President and DBFF co-director Stephanie Mason-Teague will unveil the poster art for the DBFF and introduce its creator, DeLand artist Shannon Holt. Sharing the duties at the fest is co-director Michael S. Becker.

Previews of the films to be shown at DBFF are also on tap for the evening at the MOAS, 352 S. Nova Road, Daytona Beach. Admission to the preview party is \$10. It's free to DBFF sponsors, members of the press and major contributors. Advance Festival Passes will be available for purchase. Museum members receive a discount on film fest prices.

On Wednesday, a similar event will take place at 7 p.m. at Vino 100, 175 S. Nova Road, Ormond Beach. Wine and cheeses are included in the \$10 ticket price, free to DBFF sponsors and major contributors. Reservations are suggested; call 386-677-9800. The DBFF poster and artist are to be featured, as will film previews, and the opportunity to purchase advance tickets at a discount.

Opening night tickets and All-Festival Passes for DBFF are now available at the event's home, The Bookstore Cafe Cinema, 410 S. Nova Road, Ormond Beach, 386-615-8320. All members of local museums and nonprofit groups can qualify for discounted admission by presenting a membership card.

The Bookstore Café is the year-round home of the 20-year-old Cinematique of Daytona. A special programming partnership with the Ft. Lauderdale International Film Festival is enhancing this year's film selection and assisting in securing guest appearances of stars and filmmakers to present their movies and engage in forums with audiences.

The official opening-night, 7pm Friday October 9th, will include the film, "I Do, I Don't" and gala dinner catered by D.B. Pickles, the Bookstore's nearest neighbor. Filmmaker Steve Blair, who writes and produces TV commercials and independent films, also co-produced the drama "Red," starring Brian Cox, which premiered at the 2008 Sundance Film Festival, will conduct a Q&A after the film. Since the film has a matrimonial theme, the gala will be staged as a wedding reception in an outdoor garden next to the Bookstore. Tickets to the gala with dinner, film, wine and dessert, are \$50. Tickets to the film only are \$15.

Saturday night is Surf Night, featuring a surfing film and beach party. Included in the festivities is a competition for local surfers to submit 5 minutes of their best surfing on DVD. The audience will judge their favorite and the winner will walk away with the prize! Last year that was a Surf Board valued at over \$600! Surfers must submit their DVD by September 30 to PO Box 1105, Daytona Beach, FL 32115, there is no cost to enter.

Coming soon: The full schedule of films, student film program announcement, and details of the closing night.

For more information, visit www.dbff.org.

Golden Globe Nominated Actor, Steven Bauer will Share His Expertise about the Film Industry

Orlando, FLA (September 14, 2009) - Cuban-American Golden Globe nominated actor Steven Bauer, from the 1983 film "Scarface," will be in attendance for the 2009 Orlando Hispanic Film Festival and will partake in a discussion examining the profession of acting, how the industry has changed over the years, and what these changes mean for today's independent actors. The discussion panel will take place on Thursday, September 17th at the Plaza Cinema Café downtown at 4pm.

The President of the Florida Media Market, Maritza Guimet, will also participate alongside Steve Bauer in the FMM Actor's Studio where the audience will have the opportunity to engage in a Q & A with the actor after the panel. "Being able to offer a festival full of movies from around the world and discussion panels by experienced actors and professionals like Steven Bauer is what this festival is all about and we are honored by his presence and what he brings to our attendees," says James Schoepflin Executive Director of the OHFF.

On Saturday September 19, 2009 FMM will host an array of industry panels and workshops for the Orlando Hispanic Film Festival that will feature the likes of the writer of "Real Women Have Curves" Josefina Lopez, representatives from company Maya Entertainment, and Academy Award winner software developer and the co-creator of the Movie Magic series of software products - to name a few.

About the Orlando Hispanic Film Festival

The Orlando Hispanic Film Festival (OHFF) is a competitive independent film festival and a high energy platform that recognizes independent filmmakers from around the world who integrate the Hispanic culture in their work and exposes the talent of Hispanic actors, directors, producers, screenwriters and cinematographers. The event draws a wide variety and fast growing independent film audience and provides a highly desirable platform where independent filmmakers from around the world can showcase their work to industry professionals and the entire Central Florida Community. During the Festival, awards are presented to top selected films, including the Audience Award where the public actively participates in the selection of the winning film. www.ohfilmfestival.com

About the Florida Media Market

The Florida Media Market is a membership-based organization whose goal is to educate and build a platform where independent film & media makers meet with international buyers, distributors and production companies to buy, sell and network. The Florida Media Market aims to create an annual market for film, documentary and media deal-making that will fortify our industry both internationally and in Florida, the action state.

TIGLFF Celebrates 20 years of Fierce Fabulous Film!

TAMPA, FLORIDA. September 16, 2009 - The Tampa International Gay and Lesbian Film Festival is proud to be hosting its 20th anniversary festival this October. This year's line-up includes more than 60 films and shorts made for, by or about the gay, lesbian, bi-sexual and transgendered community. The entire community is invited to join the celebration.

The festival, held Thursday, Oct. 8 through Sunday, Oct. 18, will have screenings at the historic Tampa Theatre and Muvico Baywalk 20 in downtown St. Petersburg. Films screening at this year's festival have amassed a total of 26 national and international awards and represent filmmaking from 7 countries.

Named one of Tampa Bay's 25 largest events by the Tampa Bay Business Journal, the festival has been praised by local leaders as an integral part of the community.

According to Tampa Mayor Pam Iorio, "We are proud of Tampa's reputation as a city with a wealth of cultural richness and diversity and are honored to once again be the host city for this festival. Veteran Entertainment Reporter, Steve Kmetko will be in attendance Thursday, Oct. 8, for the biggest opening night ever! Widely known for his celebrity interviews via "E" Entertainment Television, Steve will bring a slice of Hollywood to the Red Carpet on Opening night. Kmetko will be attending the annual Festival Gala on Friday, October 9th at the Ritz Ybor, and will host a panel discussion on "Homophobia in Sports" following the Screening of "Training Rules" on Sunday, October 11th.

The festival's closing weekend includes huge men's and women's parties. The men's party, Surge, and the women's party, Sugar, will be held Saturday, Oct. 17. Proceeds from both parties benefit the Tampa International Gay and Lesbian Film Festival!

In between, special events including filmmaker and actor Q&A sessions - not to mention the best in LGBT cinema - are expected to draw more than 15,000 film lovers to one of the largest and longest-running independent gay film festivals in the country.

For more information, visit www.cliptampabay.com.

2009 CENFLO FINALISTS & WINNERS

Best Feature

Finalists: Deadland (Ca), Death of Alice Blue (Canada), Prince of Broadway (NY), Scare Zone (FI), Tiny Little Lies (Ca)
Winner: Deadland (LA/California)

Best Mini Feature

Finalists: The Cab Ride (Ca), The Mandala Maker (NY), Somewhere Beyond (FI), Tangled (Japan)
Winner: The Mandala Maker (NY/New York)

Best Documentary

Finalists: American Colonies: The Collapse of the Bee (FI), Autism: Made in the USA (NY), The Gypsy Vanner Horse (FI), Lionel ((Australia), Sustaining Life (Kenya)
Winner: American Colonies: The Collapse of the Bee (Clearwater/FI)

Best Short

Finalists: Ana's Playground (Mn), Clones Gone Wild (Ca), The Line (Ca), Two Hearts One Pulse (The Netherlands), Words Unspoken (Ca)
Winner: Ana's Playground (Minnesota)

Best Gay Themed Project

Finalists: Choosing Absalon (FI), Lost Everything (FI), Lower Power (Ca), Photo, Paint & Cross (FI)
Winner: Choosing Absalon (Orlando/Florida)

Other Awards:

Best Florida Project - Scare Zone (Orlando/FI)
Media Choice Award - Deadland (LA/CA)

Congratulations to our winners, our finalists and all of our official selections. We hope to see you making films real soon.

Sincerely,

Bob Cook
Executive Director, Central Florida Film Festival

www.CentralFloridaFilmFestival.com
<http://bobcookfilmdirector.blogspot.com/>

FLORIDA ARTICLES OF INTEREST:

Disney announces major expansions in Anaheim and Orlando

Los Angeles Times © Sep 12, 2009

Chairman Jay Rasulo chose the D23 Expo in Anaheim, the first-ever gathering of Disney devotees, to announce the ambitious new project in Orlando, Fla., that will nearly double the size of Fantasyland. He also confirmed speculation that Disney would update the Star Tours attraction based on George Lucas' original "Star Wars" trilogy..

Global Peace Film Festival

Metromix Orlando © Sep 12, 2009

With a mission to educate and inspire through the art of film, On September 26, the Orlando Science Center will host several short independent films from around the world - documentaries on environmental issues - in the Darden Theater.

Editorial: Digital film studio boost to economy and education

TCPalm © Sep 15, 2009

Hobe Sound-based Wyndcrest Holdings hopes to open a digital video production company in a 150,000-square-foot studio to be built on a 15-acre site in the master-planned community of Tradition. The company would be a sister to Wyndcrest-owned Digital Domain, an Academy Award-winning digital production company in California. Unlike Digital Domain, which is hired for individual film projects, such as "Titanic" and "The Curious Case of Benjamin Button," the new company would create its own animated feature films and related video games.

Film icon Burt Reynolds plans to reopen Jupiter acting conservatory

Sun-Sentinel.com © Sep 16, 2009

Film icon and Florida native Burt Reynolds is reopening his Jupiter acting conservatory that trained hundreds of students during the 1980s and '90s. Although the new Burt Reynolds Institute of Film and Theatre Training will not revive the dinner theater that starred celebrities, the long-range plans include finding a 99-seat theater, said Suzanne Niedland, chairman of the board.

Four Anchors Announced For FAMU-TV 20 News At Five

Weekly Challenger © Sep 17, 2009

"This is a high-energy training ground for our future broadcast professionals," said Kenneth Jones, associate professor and coordinator for the broadcast sequence at FAMU's School of Journalism and Graphic Communication. "We're also delighted that Leonard Horton, an award-winning broadcaster who has worked at WCTV Eyewitness News and.

Harry Potter theme park on course to open in Florida

Holiday Lettings © Sep 18, 2009

The Wizarding World of Harry Potter is due to open in Florida next spring. Harry Potter fans are in for a magical experience, says The Times. Hogwarts Castle will be one attraction at the Universal Orlando Resort, but holidaymakers renting Florida villas will be able to delve much further into the world of Harry Potter.

ARTICLES ABOUT THE COMPETITION:

Financial impact of NM-made films goes public

Bizjournals.com © Sep 11, 2009

Gov. Bill Richardson said the new policy will give taxpayers a detailed look at what film companies are spending in New Mexico to qualify for the credits. The state offers productions a 25 percent credit for qualified New Mexico expenses, including salaries for local crew, facilities, lodging, construction materials and equipment rentals.

Canada at war over tax incentives

Variety © Sep 11, 2009

There's a war going on in Canada -- over entertainment tax incentives. Just as in the U.S., where numerous states are leapfrogging each other's tax breaks in order to pull in film and television productions, a high-stakes bidding battle has recently erupted north of the border.

Production ramps up in northern Germany

Variety © Sep 11, 2009

Established in 2001, Nordmedia provides \$10 million (\$14.3 million) in annual support for film and television production and development. Org's main shareholders include regional pubcasters NDR and Radio Bremen, along with the states of Lower Saxony and Bremen.

Film Tax Incentives Spur New Feature Film in Highland Park

The Michigan News © Sep 15, 2009

Lt. Governor John D. Cherry, Jr. today joined Highland Park officials, community partners, and representatives of The Bureau of Motion Pictures - a California-based production company - to announce a new feature film about Highland Park and restoration of the historic McGregor Library. Highland Park, the movie, will begin production in September.

Lt. governor's office setting for TV series episode

Albany Herald On-line - Georgia © Sep 16, 2009

"It has always been a priority of mine to support tax credits that bring increased growth to an industry and more jobs to Georgians," Cagle said. "When we worked for the passage of H.B. 1100 in the Senate, I didn't expect to see the fruition of our efforts first-hand

with a film crew working out of my office.

'Lucky' Film being shot in 30 area locations

SW Iowa News © Sep 17, 2009

Tax incentives lured the crew to Iowa, according to Murney. The story's setting in the film switched to Council Bluffs once the crew arrived and liked the name of the city. So, when viewers finally see the movie (no release date has been set yet), they'll see familiar sites, like Interstate 80.

GENERAL ARTICLES OF INTEREST:

SAG benefits turn sickly

Variety © Sep 13, 2009

With election campaigning entering its final phase, the Screen Actors Guild's health and pension plans have become the latest battleground. The two major factions have been blaming each other over the plans' disclosure last week that participants in the plans will see significantly reduced benefits and increased premiums beginning in January.

Patrick Swayze dies at 57

Variety © Sep 14, 2009

Patrick Swayze, who had breakout roles in "Dirty Dancing" and "Ghost," died in Los Angeles on Monday after a nearly two-year battle with pancreatic cancer. He was 57.

Researchers to Study How Interactivity in Digital Media Affects Users

Gant Daily © Sep 14, 2009

The National Science Foundation has awarded \$432,313 to support the timely project, which will be conducted over a two-year period and involve graduate and undergraduate students in the Penn State College of Communications. The researchers will experimentally investigate three species of interactivity corresponding to the three central elements of communication -- source, medium and message...

Blockbuster may close 960 stores

Variety © Sep 15, 2009

Blockbuster Inc. may close as many as 960 stores by the end of next year, shedding more dead weight as the struggling video rental chain tries to reverse its losses and fend off rapidly growing rivals Netflix Inc. and Redbox. The cuts outlined in documents filed Tuesday would leave Blockbuster with about 20 percent fewer U.S. stores.

Moguls divided on Redbox

Variety © Sep 16, 2009

Viacom CEO Philippe Dauman likes it, sort of. Paramount has a deal to distribute new titles to the company's kiosks, where it rents DVDs for \$1 a night. Redbox rentals are cheap so customers love it, but most studio heads aren't as pleased.

3D traffic jam snarls the studios

Variety © Sep 16, 2009

Presenters at the first day of the 3D Entertainment Summit at the Universal Hilton voiced frustration that the business is growing so fast that 3D pics are cannibalizing each others' release windows and leaving money on the table. The shortage of screens has led to 3D playing times this year that are several weeks shorter per title than last year.

Universal stops spending in '09

Variety © Sep 17, 2009

Universal Pictures put the word out this week that it will not spend money for the rest of the year to advance development projects. Essentially, if your project isn't being fast-tracked or greenlit, you won't be able to spend money to move the project forward until 2010.

STATEWIDE EVENTS:

FFEAC 3RD ANNUAL MEETING

The Florida Film and Entertainment Advisory Council Membership Committee will hold its 3rd Quarter FFEAC meeting via teleconference on Wednesday, September 30th. The teleconference will take place at 10:30 AM and last until Noon. The call-in number is 1-888-808-6959, and the conference code is 4104765. If there are any questions, please contact our office at (850) 410-4765.

Historic Polk Theatre to Screen "Automorphosis" followed by Q&A

The Historic Polk Theatre, recipient of the 2009-2010 Southern Circuit Tour of Independent Filmmakers, presents "Automorphosis" with Producer/Director Harrod Blank as part of the Southern Arts Federation's Southern Circuit Tour of Independent Filmmakers on Saturday, September 18 at 7:30 PM.

Following a screening of his documentary, "Automorphosis," Blank will engage the audience in a discussion about the film and his

work as a filmmaker. David DeBorde, Award winning film maker and Film Professor at Southeastern University will facilitate the Q&A session.

NALIP Miami & Florida Media Market presents "Filmmakers Toolbox, Concept to Production and Beyond"

This full day of seminars and interactive workshops is for new and experienced filmmakers who want to better understand and strengthen their business skills.

Featuring topics ranging from pitching and story conceptualization to budgeting and tax incentives, this professional development program is designed to give independent filmmakers a working knowledge of the latest industry tools and information that can save them time and money as well as avoid costly mistakes during production.

The event will take place on Monday, September 21st at 9:00am at the Miami International University of Art & Design (1501 Biscayne Blvd., Suite 100 Miami, FL 33132). This is a free event. For more information, or to register online, send an e-mail to nalipmiami@gmail.com. iPods and software will be raffled among participants.

Tampa Film Network - Producer's Panel

Local producers discuss the role of Producer in filmmaking, what it takes to be successful, and how to avoid failure.

Sept 25th, 7:30pm - 10pm
The Art Institute of Tampa
MLK Ave. and Himes Ave. (across from the RJ stadium)

We are still accepting experienced film and television producers to be on the panel. Contact Daniel Brienza (TampaFilmNetwork@gmail.com).

This event is free and open to the public. For more info, visit <http://tampafilmnetwork.ning.com>.

Fundamentals of Film, Film School

DATES: Saturday September 26, October 10, November 21, and December 5
TIME: 9am to 5pm
LOCATION: Bank of America Bldg. 200 Central Ave. St. Petersburg, FL 33701
COST: \$250

Schedule of film making course Sessions

One - September 26 - Film-making boot camp
Two - October 10 - Film Production and Line producing
Three - November 21 - Directing and Shooting
Four - December 5 - The basics of video editing.

All sessions are 9 am to 5 pm. in St. Petersburg, Florida. Technology is making the art of film making more and more accessible. Digital cameras are available for a few hundred bucks. Usable editing software like I-Movie, comes free with Mac computer. Locations are everywhere. Democratization of the media marches forward and movie making is in the lead.

For more information, visit http://www.sunscreenfilmfestival.com/2010/index.php?option=com_content&view=article&id=73&Itemid=92.

CASTING CALL:

Crew Call for ACS XCTC 10-01, National Guard Training at Camp Blanding

Project Type: Simulated Training Exercises with the National Guard
Location: Camp Blanding, Starke, FL
App. Project Start Date: October 05, 2009
App. Project Wrap Date: November 23rd, 2009

Project Summary:

This October and November we will be training a National Guard unit for deployment to Iraq and Afghanistan at Camp Blanding. Our job is to teach them how to integrate cultural aspects with their tactical and strategic military objectives. We teach the soldiers how to interact with the people in a village, support the elders and elected officials.

Crew Position Needed: Production Assistants

Qualifications: We require local PAs who live close to Camp Blanding and can provide their own transportation to and from the base each day. Hours are long, and we will work 7 days a week. You must be over 18 years of age. Being able to operate a hammer and drill is a bonus.

Please apply only if you have lodging close to Camp Blanding and know that you will be available for the duration of the exercise.

Compensation: \$130 per day, 7 days per week.

Meals Provided: Snacks and Beverages, Breakfast and Lunch

Email Your Resume To: ACSXCTC1001@gmail.com

We request that you also answer the following questions in your email:

- Have you ever done a television/film work as a PA?
- Contact name and number for your supervisor at your most recent job:
- Can you use a hammer and drill effectively?
- How far will you be staying from Camp Blanding?
- Are you available to work every day from October 5th through November 23rd?

Lyons Entertainment to Hold Open Casting Call for Competition Reality Television Show "The Ultimate Body"

Celebration, FL, -- From television production company Lyons Entertainment, Executive Producer David Lyons (Hog Heaven, Creepers) and Producer Lauren Alvarez (Meet My Folks, The Surreal Life, The Osbournes) comes The Ultimate Body, a new competition reality television series that pushes the boundaries of fitness and discipline. Thirteen men and thirteen women will be put through rigorous physical training and dieting challenges to compete for the chance to be crowned "The Ultimate Body." Winners of this televised fitness and bodybuilding competition will each earn a cash prize of \$50,000 provided by the Anytime Fitness chain of gyms and by Gaspari Nutrition. Winners will also receive a photo spread in Muscle Magazine International and other prizes including an all expense paid vacation courtesy of Hyatt Resorts Hawaii and Two Rivers Travel Agency.

An open casting call for The Ultimate Body will be held on Saturday, October 17th from 11AM to 6PM at the Ramada Orlando Celebration Resort & Convention Center, located at 635 West Irlo Bronson Highway, Kissimmee, Florida 34747. Prior to the date of auditions for The Ultimate Body all candidates must fill out an online application at www.theultimatebodytvshow.com. An application must be on file with Lyons Entertainment in order to be considered on the day of auditions. Applications are also available at the door the day of auditions (late fee will apply).

Talent currently attached to this project includes winner of the Mr. World and Mr. USA titles and emcee of The Mr. Olympia contests, Bob Cicherillo who has signed on as host; with IFBB Bikini Pro and top fitness supermodel Marzia Prince, IFBB Hall of Fame bodybuilding legend Rich Gaspari and Natural Mr. Universe, Mr. America and Mr. California Doug Burns signed on as judges. Other panel members for The Ultimate Body will include Brad Homan, DO, Celebration Florida's Orthopedic & Sports Medicine Institute's Director of Sports Medicine and Chief of Surgery for Florida Hospital in Celebration, who has signed on as Medical Advisor. Dr. Homan will also contribute a two minute segment in each episode and chiropractor, Dr. Ben Lerner, who is America's maximized-living mentor and author of the New York Times best selling book Body by God.

Other sponsors include RC Sportswear and UCW Magazine - The Online Entertainment Magazine. RC Sportswear will design and provide all wardrobe for the talent, contestants and crew. RC Sportswear is also designing "The Ultimate Body" clothing line, with logo design by Marc Cohen of MJC Design, which will further expand "The Ultimate Body" brand. UCW Magazine's online radio broadcast will host The Ultimate Body radio show which will feature weekly updates regarding each episode of the show.

The Ultimate Body is inspired by executive producer David Lyons's own inspirational story of beating the odds. Diagnosed with Multiple Sclerosis in 2006 at the age of 47, David Lyons was told by doctors that he would likely lose his ability to walk. Rather than give into his illness and become sedentary, David decided to become a competitive bodybuilder, founding the MS Bodybuilding Challenge and competing in body building competitions. On August 22, 2009 David Lyons became the first person with Multiple Sclerosis to compete in a Level 5 NPC Bodybuilding Competition, taking home the trophy for "Most Inspirational Competitor." He has also been asked to guest pose at next year's Natural Mr. Olympia competition in Chicago, a tremendous honor, by former Natural Mr. Olympia John Hansen. Proud of his achievements so far, David is never satisfied to rest on his laurels and exclaims, "Next year I win!" He has already begun his training for next year's bodybuilding competition. David Lyons is an ideal example of what the human body can achieve, and he expects no less from the competitors who will be cast to compete on The Ultimate Body.

"We are looking for thirteen men and thirteen women who are willing to give their all, and ultimately find that center of strength to push forward when the going gets tough. We will be looking for this quality at our open audition event on October 17th," states Lyons.

For directions and additional information regarding this one day only open audition event for The Ultimate Body call 1-877-467-5786 or visit www.theultimatebodytvshow.com.

About Producer David Lyons and LYONS Entertainment

Since 2002 LYONS Entertainment has been creating, developing and producing original programming for television and film. LYONS Entertainment President and Executive Producer, David Lyons has won over 25 international awards and has partnered

with some of entertainment's top executives and producers. In addition to creating and producing its own original properties, LYONS Entertainment collaborates with other talented creators and producers to bring their television show or film concept to market. LYONS Entertainment credits include syndicated television series Hog Heaven, currently in its fourth season, airing on Untamed Sports TV (www.untamedsportstv.com); Street Games and Rack which have been green lit by FOX Sports Network; and Creepers which has won 30 international awards and was screened at the Cannes Short Film Festival in Cannes, France. Creepers is currently under contract for worldwide distribution through Engine 15 Media Group. For more information about LYONS Entertainment and The Ultimate Body visit www.theultimatebodytvshow.com. For more information on David's The MS Bodybuilding Challenge log onto www.themsbodybuildingchallenge.com.

TLC'S WHAT NOT TO WEAR NOW CASTING SPECIAL 250th Episode

For the first time ever, in celebration of its 250th episode, What Not to Wear is doing a national search for The Worst Dressed American (open to WOMEN only). Nominate yourself or secretly nominate a friend, and you or she could appear on the 250th episode of the show and get the royal treatment, compliments of Stacy and Clinton! To apply for the show, go to <http://tlc.discovery.com> and click on the What Not To Wear Icon. Deadline for submissions is September 25th so head on over to the TLC website and apply today!

About the show:

"What Not to Wear" provides fashion intervention to people nominated by friends/family/co-worker as someone who desperately needs a style overhaul! Fashion experts Stacy London and Clinton Kelly then confront the person and reveal their plan to teach them "WHAT NOT TO WEAR" sorting through the person's current wardrobe and providing them with rules for maximizing their best assets and personal style. They are given a Visa card worth \$5,000, and it's time to hit the shops. After a consultation with Stacy and Clinton on these new clothing choices, along with a dramatic hair and makeup revamp, viewers will see a complete transformation and a stunning reveal.

Connect with the TLC Audience:

- TLC is in 85 million homes in the US
- 23.3 million viewers tune into TLC each week
- 83 million viewers tune in to watch TLC each month
- TLC ranks #1 in concentration of upscale adults 25-54 and 18-49 in prime time

Please Note: If you have a press release or an educational event, you can post it on our website www.filminflorida.com. The Governor's Office of Film & Entertainment reserves the right to edit or exclude any content not deemed appropriate.

If you wish to be removed from this newsletter, please reply with "**Remove**" in the subject line.

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