

ROGERS & COWAN

****FOR IMMEDIATE RELEASE****

ANTICIPATION FOR *DEADLINE* GROWS AS PREMIERE TOUR CONTINUES

Los Angeles, CA (April 3, 2012) *Deadline*, the new movie starring Steve Talley and Academy Award nominee Eric Roberts about the civil rights killing of an African-American teenager, surpassed the \$100,000 threshold at the domestic box office over the weekend, two weeks before its national release.

In a unique pre-release strategy designed to encourage word of mouth, *Deadline*'s producers have incorporated all the elements of a classic road tour to build awareness at a grassroots level. "We've been introducing *Deadline* to the market with a premiere tour that will ultimately take us to almost 50 cities," said *Deadline* director Curt Hahn. "We believe that touring gives us the maximum promotional bang for our buck. Our premiere audiences love *Deadline* and become our evangelists."

Deadline had its world premiere in Nashville in February with over 1,000 attending. Since then, the *Deadline* tour bus has brought members of the cast and filmmakers to over 30 cities for red carpet premieres, followed by a Q&A. The tour continues up the East Coast in April, culminating with the national release of *Deadline* on April 13th.

Along the way *Deadline* has been scoring considerable media coverage and some rave reviews. Inspired by a true story, the similarities between *Deadline* and the recent Trayvon Martin murder in Florida have become a major focus of the recent press coverage. "The Trayvon Martin case and *Deadline* have two distinct elements in common," said screenwriter Mark Ethridge, the reporter who lived the story depicted in the movie. "In both cases a black teenager was shot and killed for being in the wrong place, and in both cases the official investigation was going nowhere until the press and public demanded justice."

Press coverage and reviews at www.DeadlineFilm.com/Press.

Premiere tour itinerary at www.DeadlineFilm.com/Premieres.

For media inquiries please contact:

Lesley Burbridge/Rogers & Cowan
310.854.8170
lburbridge@rogersandcowan.com

Noelle Meixell/Rogers & Cowan
310.666.8177
nmeixell@rogersandcowan.com



Inspired by a true story, *Deadline* is a powerful movie that viewers most often say reminds them of *To Kill a Mockingbird*.

"★★★★★ *Deadline* is a powerful movie with a very strong, Christian redemptive worldview about the search for truth and justice...Matt and Bullock's adventures in solving this case take them into the communities, homes and hearts of both whites and blacks."

~ Renee Green, [Movie Guide](#)

"*Deadline* is an important, terrific movie, with the kind of compelling story and fascinating characters that made *The Help* so engaging. Beautifully acted and directed."

~ Dr. Linda Seger, Script Consultant on over 2,000 scripts and author of *Making a Good Script Great*

"I cannot wait to see *Deadline* again. It's been so much on my mind since the screening that I am hungry to see, hear, learn more about it. It's a wonderful movie, full of great stories and beautifully executed."

~ Hank Klibanoff, Pulitzer Prize winner, Professor of Journalism, Emory University, Managing Editor, *The Civil Rights Cold Case Project*

"Curt Hahn has transformed Mark Ethridge's story into a film that's a larger heirloom of the American South. *Deadline's* greatest gift maybe its ability to tap into the stains and fault lines of the South, but also into the region's unfaltering resilience and ability to forgive and redeem."

~ Audra D. S. Burch, [The Miami Herald](#)

"*Deadline* packs a powerful punch...a film that goes by quickly but has much to say while it does...appropriately economical when it comes to making its case without belaboring points, but it is not economical with the truth."

~ Evans Donnell, [Art Now Nashville](#)

"I loved *Deadline*. It touched my heart. No, it touched my soul."

~ Mike Pandey, Filmmaker and Chair of the steering committee for the International Film Festival of India

“Deadline is a powerful movie with a conscience. Once in a while, a movie is made that affects social consciousness and creates a conduit for important change in one’s self, in one’s country. *Deadline* is one of these movies.”

~ Donna Pearce, [Movie Blog](#)

" 4 Doves! *Deadline* is a compelling and powerfully told film and we gladly award it our Dove "Family-Approved" Seal for ages twelve plus. This film shines as a beacon in the dark cesspool of racism."

~ Edwin L. Carpenter, [Dove Foundation](#)