



MEDIA RELEASE

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TRUE WEST FILMS First Feature Film Screens at Toronto International Film Festival

It's All Gone Pete Tong world premiere generates positive buzz at Festival

VANCOUVER, BC – The buzz has started as BC's True West Films first feature film, *It's All Gone Pete Tong*, plays to a packed house of over 500 people at the Varsity 8 Theatre on Sunday, September 12 as part of the Canada First! programme at the Toronto International Film Festival. The World Premiere has generated incredible buzz for the film on both a grass-roots and industry level.

"A frantic politically incorrect mosh-pit of a movie. This is Spinal Tap meets Trainspotting" CK, *National Post*. Rating 3.5 out of 4.

"Having True West Films' first feature screened at this pre-eminent festival is exhilarating," says Elizabeth Yake, Company President and Producer, "and the reaction has been fantastic. There is a tremendous amount of buzz created from screening at the Festival, which hopefully translates into a very successful theatrical release."

In attendance at the premiere were DJ and name-sake Pete Tong, lead actors Paul Kaye and Mike Wilmot, and Canadian Producer Elizabeth Yake. *It's All Gone Pete Tong* has a second and final public TIFF screening Wednesday, Sept 15 at 9:45am at the Cumberland 3 theatre.

TWF's focus is to produce outstanding, select director-driven feature films (with an emphasis on international co-productions) destined for the world market.

"Pete Tong is a perfect example of the type of productions True West Films wants to continue to develop," says Yake. "We are thrilled that we can enter into the world market with this exceptional film in our repertoire and thankful that we could produce such a film in Canada."

It's All Gone Pete Tong is a Canada/UK co-production directed by Michael Dowse (Fubar), distributed by Odeon Films (an Alliance Atlantis Company) and financed by BC Film, Telefilm Canada, The Movie Network, Movie Central and Vertigo Films (UK). The film is slated to be

released across Canada and the UK in Spring 2005.

The comedy film is a fictional bio-pic about legendary DJ Frankie Wilde, whose life is out of control. Written off by his record company, manager, wife and friends, his descent from stardom is precipitated when he completely loses his hearing. Frankie Wilde is forced to face the demons of drugs, alcohol and arrogance, while at the same time recreate himself within the superficial world that has consumed him. Shot on location in Ibiza, Spain during a summer of parties, music and excess, with cameo appearances by DJs Pete Tong, Carl Cox, Sarah Main and Boy George, *It's All Gone Pete Tong* offers an insider's view of the DJ/club culture that has become a worldwide phenomenon.

New this year, Canada First! celebrates our emerging homegrown talent. Focusing on first and second time feature filmmakers, as well as more established filmmakers making their first appearance at the Toronto International Film Festival, the programme profiles the best the country has to offer.

Elizabeth Yake, President, Producer

As President of her Toronto-based production company Subjective Eye from 1995-2000, Elizabeth Yake produced seven award-winning films including the Canada/Germany co-production *Desire* (with producers of the Academy Award® winning film *The Tin Drum*), which also garnered two 2002 Genie Award Nominations for Best Actress and Best Actor, and *Mile Zero*, winner of Best First Feature at the 2002 Victoria International Film Festival.

Elizabeth relocated from Toronto to the West Coast in 2000 where she started her new company True West Films. Together with Director of Development **Mary Alice**, they run the head office from Salt Spring Island. They have spent the last 4 years developing the vision for the company, working on production and developing a new slate of films and have recently opened an additional office in Vancouver headed up by newly appointed TWF Vice President **Henrik Meyer**, former head of Studio Hamburg's feature film subsidiary Letterbox Filmproduktion.

About True West Films

TWF projects in development range from low budget guerrilla films, auteur films, novel adaptations, genre films to high budgeted films that will appeal to the mainstream audience. The starting point is always the same – a strong idea, a captivating script that will target an identified audience and creative, and reliable partners.

TWF's latest production is the TV mini series *Miss Texas* for Studio Hamburg and SAT.1 shot on

location in Kamloops, BC which wrapped on September 10, 2004. TWF's 2005 slate includes the feature *Iceman* with Finnish director Mika Kaurismäki, Miguel Alexandre's *Village of Widows* TV movie for Studio Hamburg and SAT.1., both to be made as Canada/Germany coproductions; *Insignificant Things* by Andrea Martinez a Canada/Mexico coproduction with Tequila Gang; and the feature *Tough City* written by Grant Shilling and directed by Brian Nash for CHUM TV

For more information on True West Films www.truewestfilms.com or to arrange an interview with company principals, contact:

Jeanette Miller

Publicist

T: 778.552.2949

E: jmpublicity@telus.net