

the little red truck

Media Contact: Susan Doherty
406-360-2212/sdoherty@fuelpublicrelations.com

“The Little Red Truck” Receives Family-Approved Seal from Dove Foundation

Award-Winning Documentary Film Singled Out as Family-Friendly Entertainment

(April 15, 2008) Missoula, Montana — The award-winning documentary film, “The Little Red Truck,” recently **received the Dove Family Approved Seal for All Ages** by the Dove Foundation. The symbol, which may now be featured on the film’s Web site and packaging, informs parents that the movie has been deemed appropriate for the entire household and “prepares consumers by providing them with detailed content information before they purchase, rent or attend a movie.”

With summer right around the corner and parents on the lookout for kid-friendly (and parent-approved) entertainment, word of the foundation’s nod was a thrill for “The Little Red Truck” director Rob Whitehair.

“We were so pleased to hear that the Dove Foundation singled out our film as family-friendly,” says Whitehair. “This echoes the message we’ve been hearing, repeatedly, from audiences at the film festivals where the movie has screened: ‘The Little Red Truck’ appeals to everyone.”

Whitehair’s wife and producing partner, Pam Voth, adds that the film’s reach extends beyond the nuclear family. “What’s been really exciting and somewhat unexpected is the number of grandparents approaching us, asking when the film will be out in theaters or on DVD,” she says. “They can’t wait to share it with their grandchildren.”

The Dove seal is another feather in the cap of, as some have dubbed it, “the little film that could.” “The Little Red Truck” was awarded **“Best Feature Documentary” at the International Family Film Festival in Hollywood, California**, in March and garnered a fly-over and neon salute from the Goodyear Blimp at the same screening. It played to packed houses at the Big Sky Documentary Film Festival in Missoula, Montana in February and at the San Luis Obispo International Film Festival in March. And recently, it was added to the ChristianCinema.com Web site as a family-friendly film.

About “The Little Red Truck”

Described by media as “a masterful, emotional tour de force...” and “...like ‘Spellbound’ meets ‘Waiting for Guffman,’” the film records the emotional highs, lows and in-betweens of more than 250 kids in five communities when the world’s largest touring children’s theater, the Missoula Children’s Theatre (MCT), via its signature truck, comes to their towns. Packed with pretty much everything necessary for staging a full-scale musical, the little red truck comes seeking just one thing: 50 to 60 ambitious youth, grades K through 12, to serve as cast members.

www.thelittleredtruck.com

Tree & Sky Media Arts www.treeandsky.com
1360 Sunflower Drive, Missoula, MT 59802 406.721.5283

While the truck is the film's focal point, the real story is the children who do the improbable: learn a show's dialogue, songs, dance moves, and staging in just six days (six days!). **It's magic and mayhem captured through the lens as the kids, under the direction of the two professional tour actor/directors who come with the truck, audition, rehearse, mess up, have the occasional meltdown, overcome personal obstacles, jump for joy, don costumes, and eventually grace the stage for a one-hour performance.**

Woven throughout the one-week tour are life lessons in teamwork, trust, self-confidence, the ability to see a project through to the end, and acceptance. Bringing it all to light are the personal stories captured on high-definition video. For example:

The young girl who experiences such stage fright she considers bowing out just moments before the curtain rises.

The young boy who asserts that MCT helped him break free of gangs.

The blind girl who memorizes not only her lines, but those of her cast mates, feeding lines to one lost actor on stage with her.

Whitehair, who made a name for himself capturing wildlife on film for National Geographic, Discovery and PBS productions, says, "This film restored my faith in humanity. It forced me to look at things in a different light and ask myself, '**At what point do we lose the ability to say anything is possible.' These kids still believe.**'"

Whitehair and Voth spent nearly a year shadowing the tour in Rankin Inlet, Nunavut, Canada; Harrisburg, Pennsylvania; Hollywood, California; Americus, Georgia; and Somerton, Arizona. Although these communities are geographically and demographically distinct, they share one common thread: the need for fully accessible performing arts programs.

To learn more about "The Little Red Truck," Tree & Sky Media Arts, the filmmakers, and **view a film trailer**, visit **HYPERLINK** "<http://www.thelittleredtruck.com>" www.thelittleredtruck.com.

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