

the little red truck

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“The Little Red Truck” Winning Over All Ages Award-winning Documentary Film Proving to Be Big Hit with Kids and Their Parents

(June 5, 2008) Missoula, Montana —With a title suggesting a cute little vehicle and a cast that includes hundreds of kids (in cool costumes, no less), it’s no surprise that the award-winning documentary film **“The Little Red Truck”** is winning the hearts and minds of youngsters nationwide. What is unexpected—and eagerly welcomed—is the number of parents and grandparents touting the film’s merits.

According to producer Pam Voth, while kids relate easily to the film’s young “stars” and upbeat messages, parents and grandparents are the loudest chorus in singing the film’s praises.

“Kids immediately embrace the movie and the musical numbers within it,” Voth says. “But what’s been really exciting and somewhat unexpected is the number of parents and grandparents approaching us on the festival circuit, asking when the film will be out in theaters,” she says. “They can’t wait to share it with their entire family.”

Voth says fans will get their wish on July 11 when the movie makes its theatrical debut in Helena and Missoula, Montana (where MCT is located) and Columbus, Indiana. On July 25, it plays at Regal Cinema’s Fox Tower Stadium 10 in Portland, Oregon (Regal is the largest theater chain in the world). It will then be in theaters nationwide throughout the remainder of the summer and early fall.

“The Little Red Truck” is rated PG for “thematic elements” that include brief mentions of gangs and drug use. The references are made by kids and/or adults citing the positive impact MCT has had on their lives. One boy, for example, asserts that MCT helped him break free of gangs and find hope for a better life.

www.thelittleredtruck.com

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About “The Little Red Truck”

“The Little Red Truck” records the emotional highs, lows and in-betweens of more than 250 kids in five communities when 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.

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

Director Rob 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.**”

He and his producing partner and wife, 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.

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. The film has received the Dove seal of approval for all ages and was recently added to the ChristianCinema.com Web site

as a family-friendly film. The film wraps up the film festival circuit in July with screenings at the Maine International Film Festival and Spud Fest in Driggs, Idaho.

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

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