

MEDIA RELEASE

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AUSSIE FILM TO LIGHT UP TIMES SQUARE

***More 4 Me* nominated for Best Documentary Feature at the New York City International Film Festival**

Creation Box Films is proud to announce that its debut feature-length documentary ***More 4 Me*** has been selected for the New York City International Film Festival (NYCIFI) next month and will screen in front of thousands in Times Square.

Written, directed and starring Australian filmmaker Lincoln Fenner, this powerful and thought-provoking film has already been nominated for ***Best Documentary Feature***.

NYCIFI founder Roberto Rizzo (***Maid in Manhattan***, ***30 Rock*** and ***Law and Order***) describes it as “very entertaining, very interesting, and very dynamic.”

In the face of the global financial crisis, ***More 4 Me*** follows Fenner as he travels across five continents to find out what we can't live without. It takes viewers from the home of Hollywood actor Vincent Jerosa (***Carlito's Way***, ***Crocodile Dundee II***) to remote Cambodian villages with the leading lady of the Australian stage, Marina Prior (***Phantom of the Opera***, ***Les Miserables***).

Fenner's inspiration for the film came from watching footage of Cambodian kids sitting on a mud floor opening shoeboxes full of simple gifts like toothbrushes, “as if they were the only gifts they had ever received.”

“There was a reason for that. They *were* the only gifts they had ever received and as a father, that really got to me,” said Fenner.

“I kept reflecting on that throw away sentence we all use, ‘I can't live without this or that’ and I wondered what those kids would say if they were asked, ‘What's the one thing you can't live without?’ I was sure the answer wasn't going to be ‘my plasma TV’.”

While Fenner is rubbing shoulders with Hollywood A-listers (including *Transformers'* Megan Fox) at the Opening Gala event and conducting interviews in Times Square, he is not ashamed to admit that he will be using these opportunities to blatantly promote his film and the organisations close to his heart.

“What I really want to do is make films that will positively impact our world. With 75% of the film’s profits going to the aid organisations featured in the film, I know the more people who see it, the better the outcome will be for everyone,” said Fenner.

Fenner is also in discussions with several US film distributors.

“While it’s still in its infancy, *More 4 Me* has seen so much success already!” said Fenner.

“Our hometown premiere attracted nearly 600 media and VIP guests. As a result of the astounding 100% positive audience feedback and media coverage, Piccadilly Cinemas offered to host a brief theatrical run.”

“Over the 16 sessions it screened our total cinema takings were \$12,000 – which is pretty impressive for a documentary!” said Fenner.

The NYCIFF runs from 18-28 August and is supported by New York Mayor, Michael Bloomberg.

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To view the trailer, please visit the official website, www.more4memovie.com.

ABOUT MORE 4 ME

In the face of the global financial crisis, **More 4 Me** follows Lincoln Fenner (writer/director) as he travels around the world to find out what we can't live without. The documentary journeys across five continents highlighting 'need vs. greed'. New York, London, Tokyo, Los Angeles and Perth are contrasted with Kenyan orphanages and Nairobi slums, as Fenner interviews everyone from actors and models, to orphans and street sweepers.

The story takes viewers from the home of Hollywood actor Vincent Jerosa (**Carlito's Way**, **Crocodile Dundee II**), to remote Cambodian villages with the leading lady of the Australian stage, Marina Prior (**Phantom of the Opera**, **Les Miserables**).

The stirring soundtrack is the work of ARIA award-winning musician Michael Allen (**Things of Stone and Wood**).

75% of the film's profits are being donated to the aid organisations featured in the film, including Oxfam and World Vision.

ABOUT CREATION BOX FILMS

Creation Box Films Pty Ltd is based in Perth, Western Australia. It was founded by Lincoln Fenner in 2004 and became incorporated in 2007.

Its mission statement is to bring creativity and technology together to make films that will positively impact our world.

ABOUT LINCOLN FENNER BSc Dip Film (NYFA)



Lincoln has been making films since 1999. He holds a Diploma in Film Making from the New York Film Academy (Universal Studios, Hollywood) and graduated with a Foundation Certificate from Panico Films (now the London Film Academy).

His 2005 short film **Another Chance** was part of the Official Selection at the New York International Independent Film and Video Festival and it screened in Manhattan that same year.

Lincoln has worked with many major corporations throughout Australia and England, including UK communications giant NTL and as Team Leader of Operations for Sir Bob Geldof's Internet 3 Communications in London (2000-2001).

Lincoln also has a Bachelor of Science from Curtin University, Perth, Australia.