



Roberson Public Relations, Inc.

*FOR IMMEDIATE RELEASE*

**SUSAN JACKSON'S TURTLES CROSSING FLIES INTO "SPIN"  
WITH LIMITED U.S. THEATRICAL RELEASE  
SLATED FOR OCTOBER 15<sup>TH</sup>**

**Charity Premiere To Be Held October 9<sup>th</sup> In Sundance, Utah To Benefit  
The James Redford Institute For Transplant Awareness (JRI)**

Los Angeles, CA (August 3, 2004)—**Turtles Crossing** CEO Susan Jackson announces the release of the company's newest independent theatrical features to U.S. audiences. *Spin*, the directorial debut of **James Redford**, will debut to US audiences October 15<sup>th</sup> in Salt Lake City and Tucson followed by Long Island two weeks later with plans for Boston and Phoenix, and other cities to follow. The film will be released through Innovation Film Group, **Turtles Crossing's** theatrical partner headed by Mark Borde.

A coming-of-age tale, *Spin* features **Ryan Merriman** (*The Deep End of the Ocean, Halloween Resurrection*), **Paula Garces** (*Clockstoppers, Marci X*) as teenagers confronting prejudices and personal tragedies in 1950's America. The film also stars **Dana Delany** (*Fly Away Home, Tombstone*), **Ruben Blades** (*Once Upon a Time in Mexico, All the Pretty Horses*) and **Stanley Tucci** (*Road to Perdition, The Terminal*.)

*Spin* centers on a young boy named Eddie whose parents are killed when the plane his father is piloting crashes into a mountain near their home. Eddie's uncle Frank (Tucci), who is also a pilot, is left to care for the boy, but when Frank takes a long-term job abroad Eddie is left to be raised by ranch manager Ernesto (Blades) and his school teacher wife Margaret (Delany). When Frank returns ten years later and fulfills his brother's wish that Eddie be taught to fly, Eddie (Merriman) struggles to find his bearings as a young man with mixed emotions toward his uncle, his love for the couple who raised him, the loss of his birth parents, and his blossoming first-love with Francesca (Garces).

"Jamie Redford has crafted a wholesome film that does not shy away from the tough topics of racism and the changing definition of "family." Set in the 1950's when the nuclear family was the norm, the questions and issues it raises are still as universal fifty years later," says Jackson.

Winner of two awards at the Heartland Film Festival, including the prestigious Crystal Heart Award, the film was also featured at the AFI's Los Angeles International Film Festival and the Mill Valley Film Festival in 2003. *Spin* was directed by James Redford, who also wrote the screenplay for the movie based on the novel *Spin*, written by Donald Everett Axinn, who produced the film with Elaine M. Rogers, a Boston-based entertainment lawyer.

Commenting on what attracted him to Axinn's book, *Spin*, Redford said, "This is a story about family – both the good and the bad. It's a story about loss as well as recovery. But to me, the ultimate value of *Spin* is its humanity. It dares to explore complex relationships in a subtle way and – even more daring – without irony."

Ryan Merriman, Paula Garces, Stanley Tucci, Dana Delany and James Redford will be in attendance at the charity premiere Saturday, October 9th, followed by an intimate and wonderful dinner in the award-winning Tree Room restaurant at the Sundance Resort.

The event will benefit the James Redford Institute for Transplant Awareness (JRI), a nonprofit organization, which is dedicated to educating the public about the urgent need for organ and tissue donation for life-saving transplants. Funds from the event will help raise public awareness and fund educational outreach initiatives on the web.

James Redford and the cast of *Spin* will be available for interviews the morning of Saturday, October 9<sup>th</sup> in Sundance, Utah. Please contact Roberson PR for more information about the press-day.

*Spin* is internationally handled by Curb Entertainment; Turtles Crossing acquired domestic rights in 2004. "While Turtles Crossing continues to acquire and distribute films with wide commercial and demographic appeal, our more targeted market or regional release strategy has proven equally successful," said Susan Jackson, CEO, Turtles Crossing. "We recognize the difficulty in getting independent films into national theaters, and know how important it is for a film's success. The introduction on a smaller scale allows us the opportunity to showcase unique and quality films to audiences and build to wider distribution."

Borde says of Turtles Crossing, "They have been an important partner to Innovation; Susan Jackson supplies us a variety of good independent films with great marketing plans, which is the key. They make booking so much easier with quality films like *Spin*, which is a wonderful family film with excellent production values and a great cast."

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**CONTACTS:**

**James Redford Institute for Transplant Awareness**

<http://www.jrifilms.org>

**Roberson Public Relations**

David Roberson

[david@robersonpr.com](mailto:david@robersonpr.com)

323-969-9014

**Turtles Crossing**

Todd Olsson

[todd@turtlescrosing.com](mailto:todd@turtlescrosing.com)

310-395-3500

**About Turtles Crossing:**

In 1999 Susan Jackson (formerly Rosenberg) established Turtles Crossing to help independent feature film producers' maximize the value of their film rights in the US and set up international distribution with a reputable sales agent appropriate to the film.

Susan Jackson launched Santa Monica-based Zenpix, Inc with Jon Kramer's Promark Entertainment as backer in 2000. Zenpix's international sales division launched at AFM 2002. Susan Jackson handles theatrical booking and collections through theatrical partner Mark Borde's Innovation Film Group, marketing and promotion for Turtles Crossing and Zenpix titles is handled in-house.

Zenpix/ Turtles Crossing theatrical releases for 2003 included: **THE LEGEND OF JOHNNY LINGO, 30 YEARS TO LIFE, NO TURNING BACK** and **VENUS AND MARS**. Releases for 2004 include: **A FOREIGN AFFAIR** and **REESEVILLE**.

Jackson's additional credits include **Executive Producer** and sales rep for **CABIN FEVER**, an indie horror hit which, went on to become Lions Gate's biggest grosser of 2003, **BRIAR PATCH** a psychological thriller set in the South, and the upcoming **DEATH TO THE SUPERMODELS**, a comedy by Joel Silverman.

Turtles Crossing's clients for the U.S. include: Portman Entertainment, World 2000, Curb, Granada Film, Capitol, Mitchum Entertainment, WindChill Productions, William Morris Agency, Davis Classics, Hemisphere, New Millennium Studios, GFT Entertainment, Lola Films, Shangri-La Entertainment, UA, Echo Lake, Screen Media Ventures and Comerica Bank.

**About Innovation Film Group:**

Mark Borde's Santa Monica-based Innovation Film Group, handles theatrical, non-theatrical, television and foreign releases for independent and studio films. Recent theatrical releases include: **A FOREIGN AFFAIR, CRIME SPREE, HOME ROOM, MIKE FIGGIS' HOTEL, LOCKDOWN, HANSEL AND GRETEL, NO TURNING BACK, THE LEGEND OF JOHNNY LINGO, SNIPES, PANDORAS BOX, SHADE, TIME CHANGER** and **30 YEARS TO LIFE**.

IFG's expanding client list includes: Zenpix, Turtles Crossing, Moonstone Entertainment, DEJ Productions, Warner Bros. Home Video, Columbia/Tri Star Home Video, Rainforest Productions, Crusader Entertainment, Golden Light Productions, and Lions Gate Films, among others.