

ZWISH!

AUGUST 2023

JORDAN ZENITH
SUNGLASSES AT NIGHT

FEATURE
EDITION

REACH FOR THE
STARS

THE TEAM

ZWISH!

THE Z CREATIVE



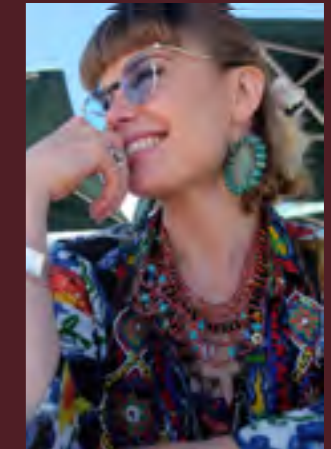
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“Laugh often,
Dream big,
Reach for the stars!”

Unknown

THE INSIDE STORY

EDITOR'S NOTE

Dear readers,

Welcome to our Special Feature Edition where we celebrate Women's Month by featuring two game-changing women who are making waves on the film and music circuit in Cape Town and abroad.

Look out for their new releases, show them your support, be informed, and be entertained!

We are also featuring a feature film, that is a must-see for all adults and teens and those they hold dear.

Zwish! creates a platform for talent and creatives to showcase achievements. A magazine of press releases, so to speak.

Seeing fellow thespians and creatives flourish and thrive, has always brought

me much joy.

There is something magical about shared ideas that transform into collaborations or ignite ideas that lead to the next most talked about projects.

Every person, every extra, every performer, every creative is another piece of the industry puzzle that creates the magic seen on stage and on screen, and ultimately changes perspectives, brings comfort, raises awareness, and keeps us entertained.

Our managing editor was thrown in the deep end with this edition.

Hannelie Bronkhorst, I salute you for your dedication and passion, for going beyond the call of duty, for proving that

dreams do become a

reality, if you take that leap of faith, and reach for the stars.

May the stories within these pages inspire you, and may it lead to your star shining brightly, whatever your goal or dream may be.

No matter your position on the industry ladder, we want to celebrate your achievements and share your story.

We look forward to showcasing you!

With love,
Martéz

Handle: @martezmultimanagement

Handle: @martezsaportarothuysen

Photographer: Nuru Dorsey

Handle: @nuru_kimondo

MUAH: Calèché Botha

Handle: @stylingandmakeupbycaleche

Model/Actress: Martéz Saporta-Rothuysen
Agency: the MMM agency

UGA CARLINI
**WRITER/PRODUCER/
DIRECTOR**

BEYOND THE LIGHT BARRIER

ZWISH!

Photographer: Henk Badenhorst

THE Z CREATIVE

Photographer: Mark le Grange



ZWISH!

Be the Change

UGA CARLINI INTERVIEW

1. What is your full name/stage name and profession?

Uga Carlini, Towerkop Creations

2. What made you enter this profession?

This is always what I wanted to do. Even as a little girl I would turn down the TV to do the weather instead. tell them how it should be, how I see it, feel it, want it.

3. How long have you been doing it?

My whole life but professionally, I went to study this and graduated from Stellenbosch University with a drama degree specializing in film and acting. After that I also traveled extensively, doing courses and masterclasses in every country I lived.

4. What was the most difficult part of this journey?

I don't focus on that. I don't work with no's.

I move right on and go find my yes's, those who understand, where one belongs, who feels and sees the story and wants it told as much as I do.

5. What has been the most exciting and/or rewarding moment of this journey?

It's ongoing. And different elements have different moments of reward. Sometimes waking up and trying again is the reward. Getting another chance to try. Other times an award. Other times, that moment I know which 'idea' is next. Getting a film financed. Development. Stepping on to set. The Post production. Rolling the film out. It resonating with its audience. There's so much excitement and reward. The incredible people I work with, the friends that become family. The creatives. THE JOURNEY, AND BEING ON IT IS THE REWARD. How long is a piece of string....

6. What advice can you give to anyone interested in going into this profession?

'Interested' is not enough. Talent is not enough. Determination, relationships, pep talking yourself, consistency, being your own biggest champion, getting up when others (and you) might be down. Trying again. Remembering that tomorrow is another day and that everything does have its own timing, even when you don't, that cream does rise to the top and that some things are just out of your control. That you will piss some people off by waking up in the morning. Find your YES. You only need one.

7. What is the secret to your success (if you are willing to share)?

What is success to me might not be success to you. It's all relevant to one's experience, outlook and personal convictions. Being alive and being able to do what I love - well haven't I won already? And anyway, secrets? Ugh, in my experience secrets are no good for anybody.

8. What do you do to relax?

I do what I love to relax.
Tell stories. Make films.
Watch films.
Think about films.
Cook. Walks. Ocean.
Be with those and that I love.
Long baths. Yoga. Meditation. Mermaids.
Lots of procrastination. Travel. Even if just in my head.
Music.
Observe.
Listen.
Relax.
BREATHE.

9. What are your plans for the future?

To keep going.
There are so many plans, always, watch this space to see which plan decides to be next - I have learned it's not always in my control. I plant the seeds and we'll see which one sprouts next.

Photographer: Henk Badenhorst

10. Do you have any events coming up?

(Please provide details if you do)

The launch of my next film Beyond the Light barrier - Amazon, October 2023.

Trailer https://video.wixstatic.com/video/51e655_919f495f17b3441a9ca6e-57aee46e4d5/1080p/mp4/file.mp4

Please also watch:

Angelienna on Netflix (be who you have been waiting for)

Alison on Showmax and Amazon Prime (that night she needed a hero so that's what she became)

Instagram: @ugacarlini & @towerkopcreations

Hilton arts festival - Beyond the Light barrier
<https://hiltonfestival.co.za/festival-2023/>

NFVF SAftas

PRESS RELEASE

Multi-award winning filmmaker Uga Carlini, is of Italian descent but born and raised in South Africa. Uga Carlini has extensive film experience, both in front of and behind the camera, a career that's stretched across South Africa, the United Kingdom, Australia and Fiji. A drama graduate of Stellenbosch University (specializing in acting and filmmaking), Uga returned to South Africa to become the founding owner of Towerkop Creations, a boutique film production company, which has been specializing in female driven heroine stories since inception in 2010.

Carlini's first short, Good Planets Are Hard To Find, which tells the environmentally-themed story of Elizabeth Klarer, South Africa's controversial, often ridiculed 'First Lady of Space', swept up awards and accolades internationally, was selected from over 7000 entries to be part of Berlin's 2011 InterFilm Shorts Competition and was a featured short on US-based SNAG FILMS. The much-anticipated hybrid feature length version, Beyond the Light Barrier, will be the world's 1st part Ethereum funded hybrid documentary. It is supported by the NFVF of South Africa and was a 2020 Durban Film Mart and 2021 FCAT Lab participant.

Uga's option on the Penguin Random House best-selling book I Have Life has translated into her full-length hybrid feature Alison. Translated into 7 languages and a perennial on Penguin's best seller list since 1998, the book tells the harrowing story of Alison Botha, who was raped, stabbed and disembowelled - and survived to rebuild her life as an inspirational speaker. Alison became one of South Africa's most hotly-anticipated and multi award winning films. Deploying a bold mixture of fairy tale idiom and unflinching frankness to tell its story of survival, resilience and triumph, Alison was dubbed "a story of monsters, miracles and hope".

The film had its international premiere at Dances with Films Festival in Los Angeles, where it not only got pick of the fest from Enclave LA, the hybrid film also made history by becoming the first South African film to be selected. Some of the other international Film Festivals include, the Cayman Islands International Film Festival and winning BEST DOCUMENTARY at the Asia Pacific International Film Festival as well as the HUMANITARIAN FILM AWARD for BEST DOCUMENTARY at the Humanitarian Film Awards. Local highlights include Alison as the opening film of the 2016 Mzansi Women's Festival at Constitutional Hill and being part of the official selection of the NFVF showcase of films In Honor of Women and Activism at the 2016 Grahamstown International Arts Festival. It was also nominated for BEST DOCUMENTARY at Silwerskermfees 2016 and screened at the Encounters International Film Festival and Durban International Film Festival. The Humanitarian Film Festival of Barcelona, Paris and New York followed, coinciding with its Bahamas International Film Festival screening and a 16 day of activism run at The Labia and Bioscope Theatre. In 2016 Alison also had an exclusive Women's Month run at Nu Metro cinemas and became the first film from SA to trend on Amazon UK and US.

It also won BEST SCREENPLAY in the 2017 Writer's Guild of South Africa Muse Awards and BEST DOCUMENTARY of the African continent at the AMVCA 2017 Awards. Alison was also nominated in all 5 documentary categories at the 2017 SAFTAS. In February she also brought home BEST DIRECTOR and BEST SCREENPLAY for Alison at the 2019 edition of the International Innovation Film Festival held in the Swiss capital of Bern. She was also a panellist.

On the commercial front, Uga was the mastermind behind and directed one of the most successful "end violence against women" campaigns, the #butterflyrevolution which enjoyed broadcast time during the 2016 Olympics world-wide.

In 2018 Uga was crowned one of eight female Filmmakers of the Year in the World of Women's Cinema at the WOW Middle East Film Festival. The film fair promotes and awards the talents of women in the film industry internationally. In 2018 she also directed two in depth 60 minute TV feature pieces on the water crisis in Cape Town (Day Zero) and the humanitarian global refugee crisis (Far from Home) for the world's biggest TV Network CGTN (China Global Television Network) under the umbrella of multi award winning producing and distributing company OFF THE FENCE. Far from Home won an Award of Excellence at the 2019 Abuja International Film Festival.

Voted 'Woman of the Month' in the 'Extraordinary Women Of South Africa' initiative, Uga is the first filmmaker and the first South African company inducted as a member of the South African / American Business Chamber. Among several professional international memberships, Uga and her company are also involved in several local training initiatives. Uga was also a Berlinale Talent (Durban).

In February 2019 she directed local pop sensation, Christia Visser's new music video 17 Shots for Sony Music Africa. Garnering 4.6 million views and counting, it has become the best performing Afrikaans music video at international Music Film Festivals out of South Africa. It also won BEST MUSIC VIDEO at the Williamsburg International Film & Music Competition & Bok Radio Awards and has enjoyed several nominations globally. For Women's Month 2020, Die Deur followed. It won the BEST CHOREOGRAPHY AWARD at the 2020 Global Non-Violent Film Festival.

During the lockdown of 2020, Carlini produced and directed a quarantine music video for Hot Water's single, Home. It saw some of South Africa's biggest names in the Entertainment Industry, in front and behind the cameras, uniting and features cameos from 20 different countries. 100% of proceeds, across all platforms went to the Feed a Child Coalition which distributed food parcels to those in need due to the devastating impact of Covid-19. It enjoyed official selections to some of the world's biggest Short and Music Video Film Festivals and in 2020 won a DFA Covid 19 Citizen Journalist Award.

Uga's debut fiction feature Angeliena, released world-wide for Netflix in October 2021 with Mad Solutions taking the Middle-East. Angeliena tells the story of a beloved parking attendant, who after a string of life-changing revelations, pieces a new plan together to chase her dream of traveling the world. It held the Top Ten Films for South Africa for October with the Sun UK voting it a Top 5 for streaming platforms. 'You'll laugh, you'll cry, and you'll be on the internet searching for flights as soon as the credits roll.' Angeliena was a finalist for BEST SCREENPLAY in the 2020 WGSA Screenplay Competition. In July 2022 Angeliena scored two SAFTA nominations (BEST SUPPORTING ACTOR for Tshamano Sebe & BEST SCORE for Charl Johan Lingenfelder), with Tshamano Sebe taking the BEST SUPPORTING ACTOR SAFTA home. Seven nominations followed for the 2022 AMAA's (African Movie Academy Awards including Best Director and Best Picture) with BEST MAKEUP DESIGN coming home for Towerkop Creations.

Uga has also been inducted as a member of Free the Work in 2021. Uga's fiction script, 'I have Life', based on the Alison Botha survival story and Penguin Random House Best-Seller by the same name, has been placed in the 9th annual Screencraft Screenwriting Fellowship. 2023 see's Uga's third feature film, the non-fiction Beyond the Light Barrier narrated by John Kani, set sail for Amazon Prime. It explores the extraordinary life of Elizabeth Klarer, a South African meteorologist who devoted herself to proving the existence of Akon, her extraterrestrial lover from the planet Meton in the Proxima Centauri solar system. The film is currently on its festival run where it opened at Encounters Documentary Film Festival. There it was a Aiaha Award FINALIST, which rewards excellence in documentary filmmaking by African women as well as second RUNNER UP for the Al Jazeera Best Documentary Award for the Best African Documentary.



Photographer: Henk Badenhorst



Photographer: Mark le Grange

FEATURE

BEYOND THE LIGHT BARRIER

Directed by Uga Carlini

North American Premiere (NAP)

Based on the true story of South African meteorologist Elizabeth Klarer, who spent her days convincing the world that her alien lover from an advanced human race existed and held the solutions to all our problems here on Earth. Science or fiction? Definitely, one of the greatest sciencefiction love stories of all time.

(NAP, Documentary, 01:27:02, 2023, Italy/South Africa/Ukraine)

[Trailer](#)



Photographer: Earl Abrahams
Credo: Micky Wiswedel



DONATION

GUIDE



THE Z. CREATIVE

ZWISH!



Photographer: Henk Badenhorst
Actor: John Kani



Photographer: Earl Abrahams



BEYOND THE LIGHT BARRIER

A
TOWERKOP
CREATIONS
IN ASSOCIATION WITH

DFM
NFVF
& FCAT

AN
UGA CARLINI
FILM

WITH NARRATION
BY
DR. JOHN KANI

DIRECTOR OF PHOTOGRAPHY GEORGIA COURT EDITOR JOE DE ORNELAS MUSIC CHARL-JOHAN LINGENFELDER
ILLUSTRATIONS CARMEN ZIERVOGEL ANIMATION DIRECTOR INKA KENDZIA
COLOURIST DAVID GRANT SOUND DESIGN & FINAL MIX AUDIO MILITIA
EXECUTIVE PRODUCERS GEORGIA COURT LARA CARLINI TONY CARADONNA JACQUI T PEARSON DENNIS
VIDULIN JAN V D MERWE ERIK TOFT RUDOLF BUITENDACH ANTON NEL CONSULTING PRODUCER HIMESH KAR
PRODUCED, DIRECTED & SCREENPLAY BY UGA CARLINI



DOCUMENTED EVIDENCE!
NAMES • PLACES • DATES • QUOTES

ZWISH!



Photographer: Henk Badenhorst
Actor: John Kani



Die Deur Music Video
Singer & Actress: Christia Visser



Photographer: Ruth Smith
Actor: Colin Moss

ZWISH!



Photographer: Ruth Smith
Actress: Nicole Madell
Uga's boys: Neo and Roka

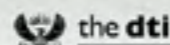


ALISON

A TRIUMPHANT TRUE TALE OF MONSTERS, MIRACLES AND HOPE

TOWERKOP CREATIONS IN ASSOCIATION WITH KYKNET FILMS THE DTI THE NFVF AND WATERFRONT FILM STUDIOS PRESENT 'ALISON'
AN UGA CARLINI FILM WITH ALISON BOTHA AS HERSELF AND CHRISTIA VISSER AS YOUNG ALISON ALSO WITH ZAK HENDRIKZ
FRANCOIS MAREE AND DE KLERK OELOFSE EDITED BY DANIEL MITCHELL DOP GEORGIA COURT ORIGINAL SCORE ALICE GILHAM
THEME SONG "MOMENTS" BY MIA AND THE MOON EXECUTIVE PRODUCERS JAN DU PLESSIS KAREN MEIRING STEVE HARRIS
PRODUCED AND DIRECTED BY UGA CARLINI

ZWISIE!

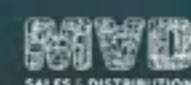


Photographer: Ruth Smith



Angelienol

NETFLIX PRESENTS
A TOWERKOP CREATIONS PRODUCTION IN ASSOCIATION WITH NFVF, DTIC & MAD SOLUTIONS AN UGA CARLINI FILM STARRING
EUODIA SAMSON, TSHAMANO SEBE, KULI ROBERTS, JUNE VAN MERCH, NICOLE MADELL, MARCIEL HOPKINS, THAPELO MOKOENA & COLIN MOSS
SCREENPLAY BY UGA CARLINI MUSIC BY CHARL-JOHAN LINGENFELDER EDITOR RUDOLF BUITENDACH DIRECTOR OF PHOTOGRAPHY TREVOR M BROWN
EXECUTIVE PRODUCERS ERIK TOFT, RUDOLF BUITENDACH, ANTON NEL, FAIZAL CADER & KHULEKANI DLAMINI CONSULTING PRODUCERS VLOKKIE GORDON & HIMESH KAR
PRODUCED BY UGA CARLINI & DUMI GUMBI DIRECTED BY UGA CARLINI



THE Z CREATIVE



KRISTY LOWE

ZWISH!

THE Z CREATIVE

Photographer: Luc Maingard

VILLAIN

ZWISH!

NEW REDHEAD

Photographer: Matt Uppink



Kristi Lowe

INTERVIEW

1. What is your full name/stage name and profession?

Kristi Lowe, singer, songwriter and performing artist

2. What made you enter this profession?

I have always had a passion for music and singing. My music career started at the age of fifteen when my sister, Jenna Lowe, was diagnosed with a terminal lung condition. In order to raise funds and awareness for her condition we wrote and produced a single in collaboration with well-known South African band, Goodluck. Within a week the song was in the top 3 on SA iTunes. After my sister's passing, I took a break from the industry to heal and finish my degree. It was during lockdown that I re-discovered my passion for writing and performing. Since then, I have thrown myself into my music, writing about my experiences, producing and performing with some of South Africa's most talented musicians and producers.

3. How long have you been doing it?

I have been performing for nearly 10 years now and have been writing my own songs for just over 2 years.

4. What was the most difficult part of this journey?

The most difficult part of this journey was definitely the loss of my sister, and my struggle to re-discover my passion for music and writing. So much of my identity and motivation behind why I loved to sing was centered around my sister's journey, and our fight to save her life. It took years for me to find my own voice again.

5. What has been the most exciting and/or rewarding moment of this journey?

The most exciting moments of this journey has been the amazing opportunities that have come from my career in music - the most recent of which was being flown to perform in Europe and meet some amazing contacts in the German music industry. The most rewarding part is being able to connect with people through my music.

6. What advice can you give to anyone interested in going into this profession?

It is fulfilling but also incredibly tough making a career out of your passion - and the music industry can be difficult to navigate. I think my biggest piece of advice is not to compare yourself to others, you know what they say... 'Comparison is the thief of joy and killer of creativity'.

7. What is the secret to your success (if you are willing to share)?

I don't think there's any one 'secret' to success, I think the reason I have been able to make a career out of music is because I have ensured I have a diverse range of skills and am able to run my music career like a business.

8. What do you do to relax?

Yoga, hiking and spending quality time with family and friends.

9. What are your plans for the future?

I have big plans for the future! My new single 'VILLAIN' has just been released, with a blockbuster style music video soon to follow. This hugely exciting production has been several months in the making, and I can't wait to share it with the world! Beyond that I am starting to write an EP and looking to do more tours in and around Europe!

10. Do you have any events coming up? (Please provide details if you do)

Yes! The release of the 'VILLAIN' Official Music Video will be marked with an exclusive premier event attended by industry and media. Following this I will be planning several shows in and around Cape Town heading into season - dates to be confirmed!

MUSIC RELEASE

EMERGING SUPERSTAR KRISTI LOWE RELEASES CAPTIVATING NEW SINGLE 'VILLAIN' ACCOMPANIED WITH BLOCKBUSTER-STYLE MUSIC VIDEO

Available on all major streaming platforms on Monday, 21 August 2023.

When Cape Town-based singer-songwriter Kristi Lowe puts out a new release, it's her meticulous attention to detail in the combination of boundary-bending music, a powerful message, striking visuals, and a blockbuster music video that set her apart, and identify her as an emerging superstar.

Her latest single 'VILLAIN' is a powerful and captivating pop song that dives fearlessly into the often unspoken aspects of relationships. Collaborating with renowned producer Dave Pearce (of the hitmaker duo Pascal & Pearce), Kristi has crafted a sound that pushes boundaries and demands attention.

"It's a message of empowerment for anyone striving to break free from a toxic relationship", says Kristi. Aligning with Woman's Month, the song bears huge significance in its honesty and emotional depth.

Known for her previous hit singles 'This Moment', 'Not Here To Please You' and 'Take Me Away', Kristi's music career took off at the tender age of fifteen, when her first single 'I Need More Time', in collaboration with Goodluck, was released as a dedication to her sister who later passed away due to a rare medical condition. Kristi has since made a name for herself locally, featuring on popular radio and television shows, and being invited to perform before sporting events in stadium venues, as well as recently performing across Europe.

The 25-year-old songstress effortlessly weaves her regal vocals throughout the slickly produced megalithic beat summoning a powerful feminine force to be reckoned with. 'VILLAIN' takes listeners on an introspective journey through Kristi's personal experiences, allowing them to connect with her raw and emotive lyrics. The edgy musical style and emotive vocals add an intriguing depth to the song, creating an authentic and relatable narrative that will resonate deeply with a vast audience.

In the song Kristi reflects on her past, openly acknowledging her mistakes and the invaluable lessons she has learned. In the chorus she defiantly reclaims her narrative, challenging the unfair perception that caring deeply makes her the villain. It's a call-to-arms for anyone who has experienced similar struggles, reminding them to recognise their worth and break free from toxic patterns.

The release will be accompanied by a gripping large-scale blockbuster-style music video. With striking visuals and Kristi Lowe's passionate performance, the video amplifies the song's message, shedding light on the subtle ways in which women tend to be villainized in relationships. It serves as a powerful visual representation of the song's themes, enhancing the overall impact of "VILLAIN."

With an unparalleled artistic vision, a strong heart and a humble sincerity, Kristi Lowe continues to make her mark on the South African music industry, as an emerging, multi-talented artist poised to make a significant impact.

Stream "VILLAIN" on your favourite digital music platform.

FOLLOW KRISTI LOWE:

Instagram: @kristi_lowe | https://www.instagram.com/kristi_lowe/

TikTok: @kristi_lowe | https://www.tiktok.com/@kristi_lowe

Facebook: @KristiLoweVocals | <https://www.facebook.com/KristiLoweVocals/>

YouTube: <https://www.youtube.com/channel/UC8mRsLufGw91-RXS24WybLw>

For Inquiries Contact:

Daniel Baron, The Hit Kitchen

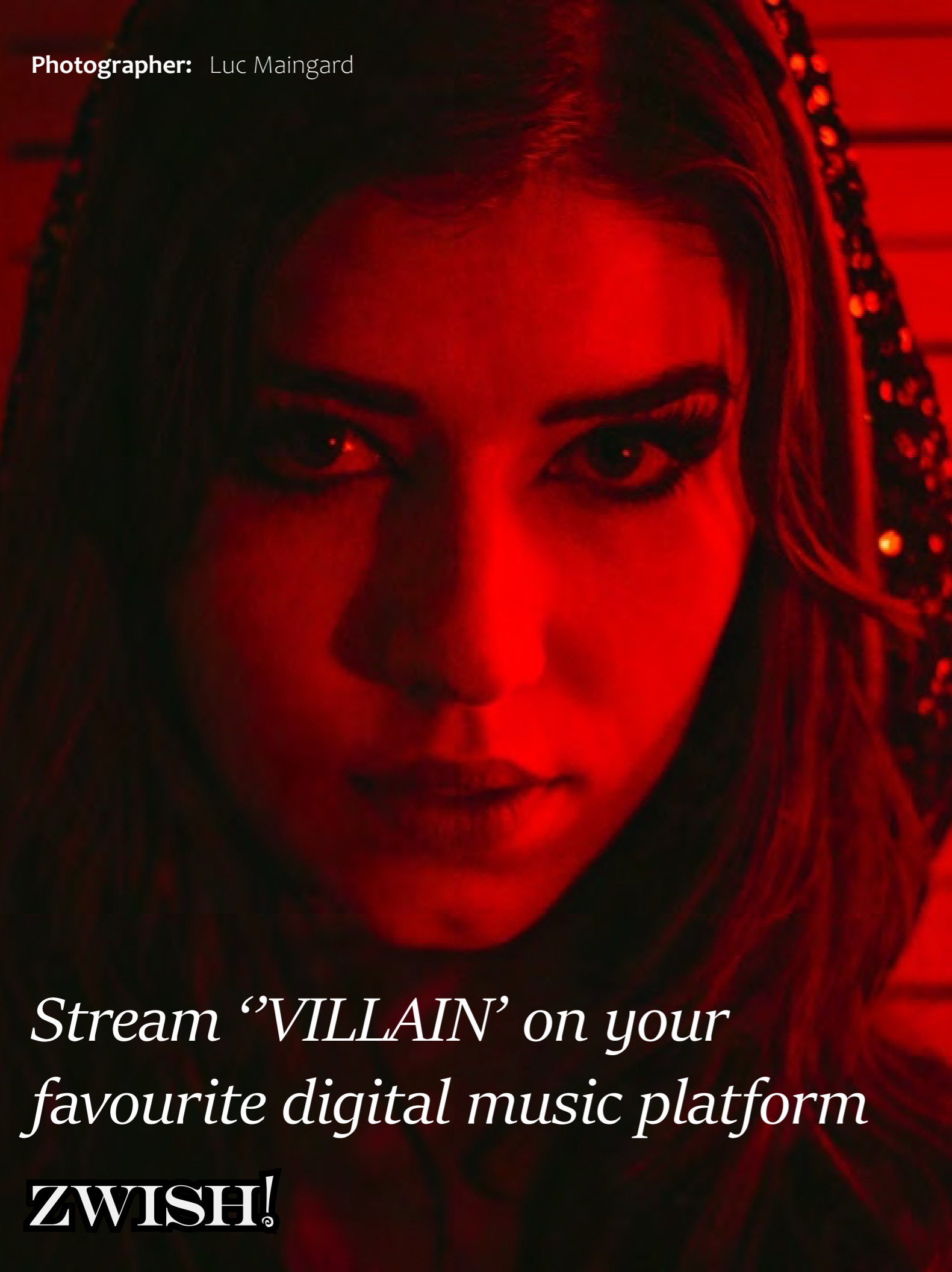
Email: daniel@hitkitchenstudios.co.za Cell: +27 83 334 5076

LIVE MONDAY 21 AUGUST

[Villain Music Video](#)

CLICK TO VIEW

Photographer: Luc Maingard



Stream "VILLAIN" on your favourite digital music platform

ZWISH!



THE Z CREATIVE




Photographer: Marc Berman





Photographer: Matt Uppink

Photographer: Marc Berman


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 @Kristi_Lowe

 @KristiLoweVocals



ZWISH!

JIM CAVIEZEL



S O U N D O F

FREEDOM

BASED ON THE INCREDIBLE TRUE STORY

ZWISH!

THE INCREDIBLE TRUE
STORY OF A FORMER
GOVERNMENT AGENT
TURNED VIGILANTE
WHO EMBARKS ON A
DANGEROUS MISSION TO
RESCUE HUNDREDS OF
CHILDREN FROM HUMAN
TRAFFICKING.

Written and Directed by:

Alejandro Monteverde

Produced by:

Lukas Behnken & Eduardo Verástegui

Starring:

Jim Caviezel

Bill Camp

Yessica Borroto Perryman

Eduardo Verastegui

Cristal Aparicio

Javier Godino

ZWISH!

THE Z. CREATIVE

JIM CAVIEZEL



S O U N D O F

FREEDOM

BY EDUARDO VERÁSTEGUI DIRECTED BY ALEJANDRO MONTEVERDE

BASED ON THE INCREDIBLE TRUE STORY

ANGEL STUDIOS GRAVEL ROAD DISTRIBUTION GROUP

SOUND OF FREEDOM

THE-Z-REVIEW

The Z Creative had the privilege of attending the press screening of Sound of Freedom at Ster-Kinekor, compliments of Gravel Road Distribution Group.

We had our tissues packed, and prepared ourselves for visuals wished unseen, but the film took us by surprise.

The story is gripping, awakens a parent's fears to the horror of a Muti-Billion Dollar-per year industry that preys on the vulnerable, the innocent and those that trust easily, but it plays out

in a way that mimics the casual, everyday approach that those child trafficking monsters take to "just another day at the office". Yes, it's emotional and there are some violent scenes, but this film leans on the power of suggestion which is impactful without being too graphic. Be sure to watch the credits as they have included a special segment there.

This film is a must-see!

Being informed could save the life of a loved-one,

spare the life of a friend, as it highlights just how easily we all could fall victim to clever, premeditated scams and operations, through our good intentions, our love for our children, and wanting more for them in a world where opportunities exist to change one's circumstances, seemingly for the better.

We live fast-paced lives, many rely on services to assist in childcare and child transport.

Be vigilant.



#PAYITFORWARDANGELS

Help us get 10,000 tickets for those who can't afford it

GRAVEL ROAD DISTRIBUTION GROUP

THE Z CREATIVE



JIM CAVIEZEL

ZWISH!



THE Z. CREATIVE

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ZWISH!

Pay it Forward campaign enables South Africans to see

Sound of Freedom film

Box office hit based on true story, exposes child-trafficking, releases in cinemas nationwide on 18 August 2023

While South African audiences eagerly await the release of Sound of Freedom, an independent film that intricately weaves the remarkable true story of a former government agent's evolution into a vigilant champion, an international "Pay it Forward" campaign is making it possible for more people to see the film in cinemas, when it releases from 18 August 2023 onwards. An extension of the project that was run in America, the first 50 000 tickets are now available for South Africa, providing people who can't afford cinema tickets, the opportunity to see it at one of the 43 cinemas releasing the film to do so. There is also the option to donate to the campaign.

Dubbed the "sleeper hit" of the year by critics internationally who did not foresee the remarkable success that it has achieved at the American and European box offices, Sound of Freedom chronicles Tim Ballard's daring mission to rescue a multitude of children ensnared within the depths of human trafficking. Jim Caviezel, who portrayed Jesus in Mel Gibson's 2004 movie, The Passion of the Christ, plays Ballard in the movie.

The film's production house, Angel Studios launched the unconventional, grassroots "Pay it Forward" initiative to help people get to cinemas to see the film, and help spread awareness for the cause globally. This initiative has now been extended to South Africa with a portion of the donations made in America being channelled to people in our country. Caviezel explained the intent behind the call to action at the end of the trailer for the film, and at the end of the film is to help people "hear the story" of trafficking children.

"Our goal is to inspire two million people to attend the film's opening weekend to represent the two million trafficked children around the world," he said. "Angel Studios set up a pay it forward program where you can pay for someone else's ticket who might not otherwise see it. If the ticket price is preventing you from attending, claim your free ticket." So far the two million goal has been exceeded and is on fourteen and a half million tickets and counting.

FILM RELEASE

The film's South African distributor, Gravel Road Distribution Group, have launched a local campaign, #PayItForwardAngels, and have set a target to raise 10,000 tickets from everyday South Africans and corporates, for those who cannot afford to see the film in cinemas, through this campaign. As the population dynamics and circumstances are somewhat different to the USA, some of the funds raised will also go towards covering the cost of transport to get certain communities to and from the cinemas. Gravel Road will co-ordinate the allocation of these tickets with organisations working in under-served areas.

South African audiences wishing to pledge or participate in the #PayItForwardAngels campaign can go to this website for more information on how to donate, <https://www.gravelroadafrica.com/payitforward>, or visit participating Ster Kinekor, Nu Metro and Cine Centre cinemas once the film releases on 18 August 2023, and scan the QR codes displayed in the cinema foyers (just look out for #PayItForwardAngels signage).

Then, those South Africans who cannot afford the price of a ticket, can go to this site to apply for a free ticket, <https://www.angel.com/tickets/sound-of-freedom/za?promo=sof-claim-free>. The site generates a unique code per person which can be used to book a ticket online at Ster-Kinekor cinemas, or on site at Nu Metro and Cine Centre cinemas.

Benjamin Cowley, CEO, Gravel Road Distribution Group shared his anticipation about the film's release: "Sound of Freedom tells an important story, one that all too often is hidden in alternative media. Child trafficking is a worldwide phenomenon and it is estimated that there are more people in slavery today, than ever before. I hope that through this campaign, as many South Africans can see this film as possible."

GRAVEL ROAD
DISTRIBUTION GROUP

S O U N D O F

FREEDOM

EDUARDO VERASTEGUI

ZWISH!

YESSICA BORROTO PERRYMAN

ZWISH!





SOUND OF FREEDOM

Actor: José Zúñiga

About Gravel Road Distribution Group:

Gravel Road Distribution Group is a Cape Town based entertainment company that focuses on sales and distribution of quality filmed content across all market channels, in all territories. We provide a variety of solutions and strategies to help both seasoned and aspiring entertainment professionals meet their goals. We have built a fast-growing network of branded Afrocentric VOD channels for consumption via mobile and OTT services on the continent of Africa. Gravel Road Distribution Group

GRAVEL ROAD
DISTRIBUTION GROUP



How the Sound of Freedom Pay it Forward campaign works:

- On the website, people may either donate towards a ticket or claim (up to 2) free ticket/s.
- Upon applying for a ticket/s, a person will be issued with a voucher with a unique code.
- This voucher may be redeemed online to book for Ster-Kinekor cinemas, or in person at the cinema at Nu Metro and Cine Centre cinemas releasing the film.
- The first batch of tickets were made available thanks to American donors.
- Once the first 50 000 tickets have been issued, more will be made available. Should a person go online and tickets are not available, they will be placed on a waiting list while the system is topped up.
- South African individuals and corporate organisations are invited to donate to the #PayItForwardAngels campaign.
- The vouchers may not be redeemed for any other film, or for cash or for any other purpose.

IN SA CINEMAS FRIDAY 18 AUGUST 2023

VIEW TRAILER

[here](#)



ABAKA AMARA
PRODUCTIONS

www.abakaamara.com

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OUR PROCESS:

As a company, we don't only offer strategic and pragmatic solutions, we also execute them in innovative, creative ways to maximise impact. We call our process SURF-ing:

S – Strategize & Diversify

Abaka Amara uses a strategic approach to diversify a project's impact, bankability and reach.

With partners coming from different backgrounds and experience, offering a unique combination of collective strengths, Abaka Amara brings a refreshing perspective to various genres of movies.

U – Unpack & Optimise

At Abaka Amara, unpacking and optimizing our clients' message is our key approach.

Matching what the audience wants to see, and what the distributors want to stream, is fundamental to the success of a movie

R – Realign to a greater purpose

We fine-tune and realign our clients gems to target their intended audience.

Underlying this, is Abaka's primary desire to initiate change and achieve a higher purpose; one that serves humanity at large and the collective good in every community.

F – Focus & Futurize

Staying true to the purpose and the defined mission is the only way to honour the essence of our clients' projects.

Abaka Amara is much more than a production house! We are all about making magic in this fast-changing tumultuous New World.

We want to change the face of storytelling and inspire transformation.

Whether you have a lightbulb idea that needs to become a story, or a story that needs to come alive on screen, or if you have wrapped up filming and don't know how to proceed, we know how that feels.

We will make your dream our purpose.



ZWISH!

THE **Z** CREATIVE
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