

MEDIA KIT

Walking the Camino



☀ Six Ways to Santiago ☀



LYDIA B. SMITH PRESENTS FUTURE EDUCATIONAL FILMS PRESENTS WALKING THE CAMINO: SIX WAYS TO SANTIAGO PRODUCED BY SALLY BENTLEY

CAST: THERESA COLEMAN JACOB A. ATLAS & KYRA THOMPSON ANNIE O'NEIL PEDRO VILLENUEZA BETH K. SEERL J.J. McKEEFYAN

PRODUCED & DIRECTED BY LYDIA B. SMITH



WWW.CAMINODOCUMENTARY.ORG



MEDIA KIT GUIDE

“A brilliant documentary!”

—Martin Sheen, *The Way*

MEDIA CONTACT

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Production/Theatrical

**Production ran from September
2008 through April 2013**

**Total budget for production was
just under \$500,000**

**Theatrical run began on
September 6, 2013**

**Top 10 grossing
documentaries of 2014**

**#260 on list of top-grossing
documentaries of all time
(Box Office Mojo)**

**Currently only half way through
theatrical run**

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Walking the Camino

☼ Six Ways to Santiago ☼



A 500 mile journey to yourself

TOUR LEG ONE

2/7 Seattle, WA
 2/14 Chico, CA
 2/21 Monterey, CA
 2/21 Santa Cruz, CA
 2/28 San Diego, CA
 3/2 Carlsbad, CA
 3/7 Sedona, AZ
 3/14 Albuquerque, NM
 3/16 Taos, NM
 3/28 Boulder, CO
 3/28 Denver, CO
 3/29 Durango, CO
 3/31 Kansas City
 4/4 St. Louis, MO
 4/6 Nashville, TN
 4/18 Kansas City, MO

In February 2014, *Walking the Camino* embarked upon a pilgrimage of its own: a national tour. Director/Producer Lydia B. Smith drives from one city to the next in a 27 foot-long RV with a volunteer or two helping her navigate the logistics of the film's own Camino. Lydia holds Q&A's at every stop, resulting in sold out shows and creating a strong buzz that carries the film through several weeks of holdovers.

After being shot in May 2009, the film raised just under \$500,000 dollars from private donors, including two grants from American Pilgrims on the Camino (APOC). This small non-profit documentary is competing with the likes of Sony Pictures Classics and Magnolia Pictures to become one of the top 10 highest-grossing documentaries of 2014. Although the film has seen great success so far, with no marketing budget to speak of, all the money that comes in to the film goes right back out to promote the next screening.

Due to the growing popularity of the Camino de Santiago, interest in the film is widespread and varied. On top of creating strong legs for the theatrical run, the tour strengthens the connection between the audience and the film. At each stop, Lydia and crew pass around email sign-up lists and urge everyone to like the film on Facebook, thus growing the film's reach and establishing a major resource for people to connect with and share *Walking the Camino*.

TOUR LEG TWO

5/2 Atlanta, GA
 5/9 Asheville, NC
 5/22 Washington, DC
 6/4 Stamford, CT
 6/6 New York, NY
 6/13 Hartford, CT
 6/19 Providence, RI
 6/26 Boston, MA
 7/11 Chicago, IL
 7/18 Toronto, ON
 More TBA...





A scene from the award-winning documentary, "WALKING THE CAMINO: Six Ways to Santiago," featuring the personal stories of six modern-day "pilgrims" as they make the historic 500-mile journey on foot. Pictured here: Tatiana Jacquot - de Gouvion of France and her 3-year-old son, Cyrian.

AWARDS

American Documentary Film Festival
Audience Favorite Award

Newport Beach Film Festival
**Outstanding Achievement in
Documentary Filmmaking**

Rainier Independent Film Festival
Best Documentary

Festival Cine y TV Camino de Santiago
Best Documentary

Hollywood Film Festival
Best Documentary

Mt. Hood Film Festival
Best Documentary

Ft. Lauderdale International Film Festival
Best Documentary

ACHIEVEMENTS

Walking the Camino has won an award, sold out, or both at every film festival it has been in.

Ashland Independent Film Festival
First film to sell out. Sold out five screenings in advance.

SIFF Uptown - Seattle
**Grossed \$19,100 in the first week.
Stayed for 7 weeks.**

CFI - San Rafael, CA
Played for 11 weeks

Newport Beach Film Festival
**First film in the festival's history to
book five screenings.**

Hollywood Theatre - Portland, OR
**Extended from 1 week to 11 due to popular
demand. Sold out entire first week. Grossed
\$13,205 in first week.**

Total festivals sold out: **9**

FILM FESTIVALS

***Walking the Camino* has sold out, won an award, or both at every festival it has been in.**

American Documentary in Palm Springs, CA
Won Best Documentary

Ashland Independent Film Festival, OR
First film to sell out (four screenings)
and receive bonus screening which sold out in five hours.

Newport Beach Film Festival, CA
Won Outstanding Achievement in Documentary Filmmaking
Sold out two screenings, was given three additional bonus screenings
due to high demand for the film.
First film in the festival's history to have five screenings scheduled.

Rainier Independent Film Festival, WA
Won Best Documentary

Festival Cine y TV Camino de Santiago, Spain
Sold out.
Won Best Documentary

Galway Film Festival, Ireland
Sold out

Topanga Film Festival, CA
Sold out

Wine Country Film Festival, CA
Sold out

Hollywood Film Festival, CA
Sold out
Won Best Documentary

Heartland Film Festival, IN
Sold out four screenings (approx 900 people)

La Costa Film Festival, CA
Sold out

Mt. Hood International Film Festival, OR
Won Best Documentary

Ft. Lauderdale International Film Festival, FL
Won Best Documentary



A scene from the award-winning documentary, "WALKING THE CAMINO: Six Ways to Santiago," featuring the personal stories of six modern-day "pilgrims" as they make the historic 500-mile journey on foot. Pictured here: Samantha Gilbert of Brazil and the UK.

OFFICIAL WEBSITES

www.caminodocumentary.org
facebook.com/thecaminodocumentary
twitter.com/caminodoc

TRAILER

www.caminodocumentary.org

VIEWER RESPONSE (VIDEO)

Rainier Independent Film Festival

<http://www.youtube.com/watch?v=ZJIEzzPz9Pc>

VIEWER RESPONSE (VIDEO)

Ashland Independent Film Festival

<http://www.youtube.com/watch?v=kHQHYtDSjPw>

RUNNING TIME / TECHNICAL

84 minutes

16:9 1080p 23.98 fps

5.1 Surround

NORTH AMERICAN PREMIERE

April 5, 2013

American Documentary Film Festival in
 Palm Springs and the Ashland
 Independent Film Festival

SPANISH PREMIERE

June 3, 2013

Festival Camino de Santiago Cine y TV

IRISH PREMIERE

July 14, 2013

Galway Film Fleadh



A scene from the award-winning documentary, "WALKING THE CAMINO: Six Ways to Santiago," featuring the personal stories of six modern-day "pilgrims" as they make the historic 500-mile journey on foot. Pictured here: Wayne Emde and Jack Greenhalgh of Canada.

LOG LINE

What is it about Spain's 1200-year-old Camino de Santiago trail that lures people from all over the world to spend a month or more walking the 500 miles with little more than a backpack and a pair of boots? Take this life-changing journey yourself with this award winning documentary.

SYNOPSIS

Since the ninth century, millions of world travelers have embarked on an epic pilgrimage across northern Spain that is known to be profoundly enlightening, spiritually nourishing and physically challenging. Today, several hundred thousand people a year descend on this mostly unpaved path with little more than a backpack and a pair of boots. Through "Walking the Camino: Six Ways to Santiago," we are able to journey into the hearts and minds of six modern-day pilgrims as they cope with blisters, exhaustion, loneliness and self-doubt to triumph over fears and prejudices that have become roadblocks to living a fulfilled life. Find out why audiences everywhere are raving about the film that Martin Sheen, star of "The Way," calls a "brilliant documentary."



A scene from the award-winning documentary, "WALKING THE CAMINO: Six Ways to Santiago," featuring the personal stories of six modern-day "pilgrims" as they make the historic 500-mile journey on foot.

ABOUT THE PRODUCTION

"Walking the Camino" presents universal themes through personal stories for those seeking to redefine the way they live, to deepen their relationship with themselves, and to rediscover their connection with the world.

Many refer to the Camino as a 'metaphor for life,' in that each person must determine and find their own way—what is right for one may not be for another. There is no single right way to do the Camino, nor to live life.

The Camino provides a structure with no agenda where one can develop from the inside-out. Walking for miles with only nature and their own thoughts for company, pilgrims are forced to step out of their comfort zones, look inward and confront their fears, doubts and

prejudices towards others.

Out of such self-awareness inevitably emerges open-mindedness and a selflessness, as pilgrims help each other reach the finish line. Generosity emerges in touching moments of kindness: when one pilgrim suffers from a heavy load and cannot go on, another carries their backpack without a second thought; when one runs out of cash, another will loan even a complete stranger whatever they need. The Camino is a great equalizer, where our differences become irrelevant and our similarities bind us together.

MAKING OF THE FILM

It's hard to imagine another filmmaker better suited to capturing the Camino's unique spirit than Lydia B. Smith, who makes her feature film directorial debut with "Walking the Camino."

The veteran documentary filmmaker had previously lived in Barcelona for six years, where she worked as a production coordinator for Spanish, Dutch, English and American television shows and commercials. Over the past two decades, she has also produced hard-hitting specials for CNN and PBS, as well as directed her own educational short on the positive impact that disabled children can have on those around them.

She had even walked the Camino, all 500 miles of it, giving her the perspective that can only come from actually experiencing the range of emotions and physical challenges that travelers undergo as the miles roll by.

"I can honestly say that it is impossible to do the Camino, putting one foot in front of the other for 500 miles and not come out of it changed forever," she says.

It was during her own Camino adventure that someone suggested the idea of making a film. At first, Smith resisted. "I said, oh no, I can't do that. It's too sacred. How could anyone do it justice?"

But by the following spring, she was back in Spain, accompanied by an award-winning international crew that included acclaimed Chilean cinematographer Pedro Valenzuela and ace Producers Sally F. Bentley



Director Lydia B. Smith

and Theresa Tollini-Coleman (who also served as the second unit director of "Walking the Camino.")

The team also included two longtime collaborators back in the state: Jacoba Atlas, a former Vice President of Content for PBS, where she was responsible for more than 300 hours of programming that had produced 30 Emmys and three Academy Award nominations, and Kyra Thompson, whose body of work had brought her both the coveted Directors Guild and Peabody Award, along with multiple Emmy nominations.

The crew was divided into two camera units, supplemented by an additional floating cameraman. Altogether, the production spent six weeks conducting walk-and-talk and stationary interviews with the six featured pilgrims. Each was also offered the option of recording their own thoughts with handheld cameras provided by the production.

According to producer Sally Bentley, the shoot “had its own kind of energy. It was interesting, wonderful work, and being with the pilgrims, that to me was the magic of it. The Camino has this energy and sparkle about it that made the long days just fly by.”

By the time principal photography was completed, the production had shot 300 hours of footage, including a rare behind-the-scenes look at life in the albergues, many of which are selflessly staffed by volunteers.



Director Lydia B. Smith with 3-year-old French pilgrim on the set of “Walking the Camino”

CAST & CREW

CAST

Samantha Gilbert – **Brazil/UK**
Tomas Moreno – **Portugal**
Anne-Marie “Misa” Misser – **Denmark**
Wayne Emde – **Canada**
Tatiana Jacquot – **France**
Annie O’Neil – **USA**

CREW

Producer/Director – Lydia B. Smith
Producer – Sally Bentley
Editor – Beth K. Segal
Senior Producer – Theresa Tollini-Coleman
Supervising Producer – Kyra Thompson
Executive Producer – Jacoba “Coby” Atlas
Co-Producer – Annie O’Neil
DP – Pedro Valenzuela
Original Score – JJ McGeehan
Associate Producers – Chad Westbrook
Evan Gandy
KC Englander



A scene from the award-winning documentary, "WALKING THE CAMINO: Six Ways to Santiago," featuring the personal stories of six modern-day "pilgrims" as they make the historic 500-mile journey on foot. Pictured here: Annie O'Neil of the United States.



A scene from the award-winning documentary, "WALKING THE CAMINO: Six Ways to Santiago," featuring the personal stories of six modern-day "pilgrims" as they make the historic 500-mile journey on foot.

ABOUT THE DIRECTOR

Veteran filmmaker Lydia B. Smith makes her feature documentary directorial debut with “Walking the Camino.” After earning a degree in film from the UC Berkeley, she worked on documentaries in the Bay Area for several years with “Walking the Camino” Senior Producer, Theresa Tollini-Coleman, as well as with “Best Documentary (Short Subject)” Oscar winner Vivienne Verdon-Roe.

In 1989 she moved to Barcelona for three years working as a production coordinator on TV shows and commercials in Spain, England and Holland.

Upon returning to the States in the early 1990s, Smith shifted to cinematography and began working in the camera

departments of such films as Barbara Kopple’s “Century of Women,” Danny DeVito’s “Matilda,” John N. Smith’s “Dangerous Minds,” and Tim Burton’s “Ed Wood.”

She also co-produced and co-directed music videos for EMI Latin artists, Los Mismos and Graciela Beltran, and worked on commercials for Nike, L’Oreal, Ford, Vidal Sassoon, Mazda, Coke and Chrysler, among others.

In 1998, Smith produced and directed her own half hour documentary, “They’re Just Kids” about the friendships between typical kids, and kids with disabilities. She was the coproducer and 2nd unit DP on “Arctic Rose”— both directed by Kyra Thompson for CNN.

In 1999, Smith produced the CNN show on the Colombian Children’s Peace Movement, “Soldiers of Peace: A Children’s Crusade,” for which she toured Argentina, Brazil, Chile and Colombia, and was invited to speak at the United Nations International School.

In 2000, she traveled throughout Laos to produce and shoot a travelogue on its unspoiled beauty. That year she also served as 2nd Unit Director of Photography and B Camera operator on the 90-minute PBS documentary, “Stand Up: A Summer at Comedy.” The piece was later selected as “Pick of the Week” in both *People* magazine and *TV Guide*. And she served as the 2nd Unit DP for “Online,” a full-length feature, which premiered at the Sundance Film Festival.

In 2002, Smith became the director of photography on “Anthony Hopkins Teaches,” after serving as the 2nd unit DP on director Kyra Thompson’s “Stand Up.”

During the summer of 2002, Smith was the American producer for the National Television of Chile’s “The Route of the Beringia,” a series of eight one-hour episodes following the route of pre-historic man from Alaska to Guatemala.

Smith has also played an instrumental role in securing distribution for the award-winning film, “Breaking Silence” (one of the first to openly examine incest and child sexual abuse). She helped market and distribute the Academy award-winning documentary on disarmament, called “Women: for America, for the World.”





A scene from the award-winning documentary, "WALKING THE CAMINO: Six Ways to Santiago," featuring the personal stories of six modern-day "pilgrims" as they make the historic 500-mile journey on foot. Pictured here: Pierre-William Takacs of Canada and Anne-Marie "Misa" of Denmark



A scene from the award-winning documentary, "WALKING THE CAMINO: Six Ways to Santiago," featuring the personal stories of six modern-day "pilgrims" as they make the historic 500-mile journey on foot. Pictured here: Wayne Emde and Jack Greenhalgh of Canada.

ABOUT THE CAMINO



Officially, the Camino is any passage in Europe that leads to the city of Santiago de Compostela (shown in green above). The Camino Frances—the 500-mile route seen in the film—starts in St. Jean Pied de Port, France (shown in red above).

The Camino de Santiago is named for Santo Lago, or Saint James – one of the 12 Apostles and rumored brother of Jesus Christ. According to legend, his body was found in a boat that washed ashore in Northern Spain thousands of years ago. His remains were transported inland and were buried under what is now the grand Cathedral of Santiago de Compostela, which marks the end of the Camino. His bones were rediscovered in the 9th century, when a hermit saw a field of stars that led him to the ancient, forgotten tomb.

In the millennium following its re-discovery, millions from all over Europe have walked thousands of miles to visit the remains

of the disciple. At the height of its popularity in the 11th and 12th centuries, anywhere from 250,000 to one million people a year are said to have made the pilgrimage.

According to Catholic tradition, if you faithfully complete the arduous trek, your sins will be forgiven. If one completes the pilgrimage during a Holy Year—a rare occasion when St. James Day, July 25th, falls on a Sunday—a plenary indulgence will be granted, allowing one to bypass purgatory and enter straight into heaven. In the Middle Ages, wealthy aristocrats would often hire people to walk in their name in order to, by proxy, absolve them of their sins without actually setting foot on

AT A GLANCE

the Camino.

Historically, many countries have provided criminals with the choice to either serve prison time, or do the Camino. Even today, Belgium will sometimes allow minor crimes to be pardoned by completing the pilgrimage. While, in these cases, the Camino was used as a form of punishment, its impact upon a pilgrim's connection with themselves and their community could instead be regarded as an unconventional form of rehabilitation.

UNESCO has declared it a Universal Patrimony of Humanity and a World Heritage Site. In 1987, the European Union declared the Camino de Santiago to be the first European Cultural Itinerary. Although originally known as a Christian pilgrimage, the Camino now attracts people of all faiths and backgrounds – from atheists to Buddhists, adventurers to mourners, and college students to retired friends.

Even though the trail is open 12 months a year, many people walk it during the spring and fall to avoid the intense summer heat and harsh winter conditions.

Pilgrims (as participants are called) are not obligated to walk the entire length. One can walk any or all of the 500 mile distance, start and stop wherever you like, move at your own pace, and make the journey solo, with companions or as part of an organized tour.

The entire journey can be completed in 30 to 35 days if you are able to walk 14 - 16 miles (23 - 27 kilometers) per day.

Most people choose the Camino Frances (the route seen in the film) because it offers the most accommodations and amenities along the way.

WHERE TO STAY: throughout the Camino de Santiago, there are special pilgrim hostels, called "albergues," many of which are run by volunteer "hospitaleros" (seasoned pilgrims whose love for the Camino inspired them to return and devote spans of their life to it and its pilgrims.) Albergues can be found nearly every five miles, so one may walk as much or as little as desired in a day, although there are instances when the next sign of civilization is more than 10 miles away.

MORE INFORMATION: The Internet is filled with resources on this beloved trail. We also recommend...

American Pilgrims on The Camino:
<http://www.americanpilgrims.com/>

Camino Pilgrim Guides:
<http://www.caminoguides.com/>

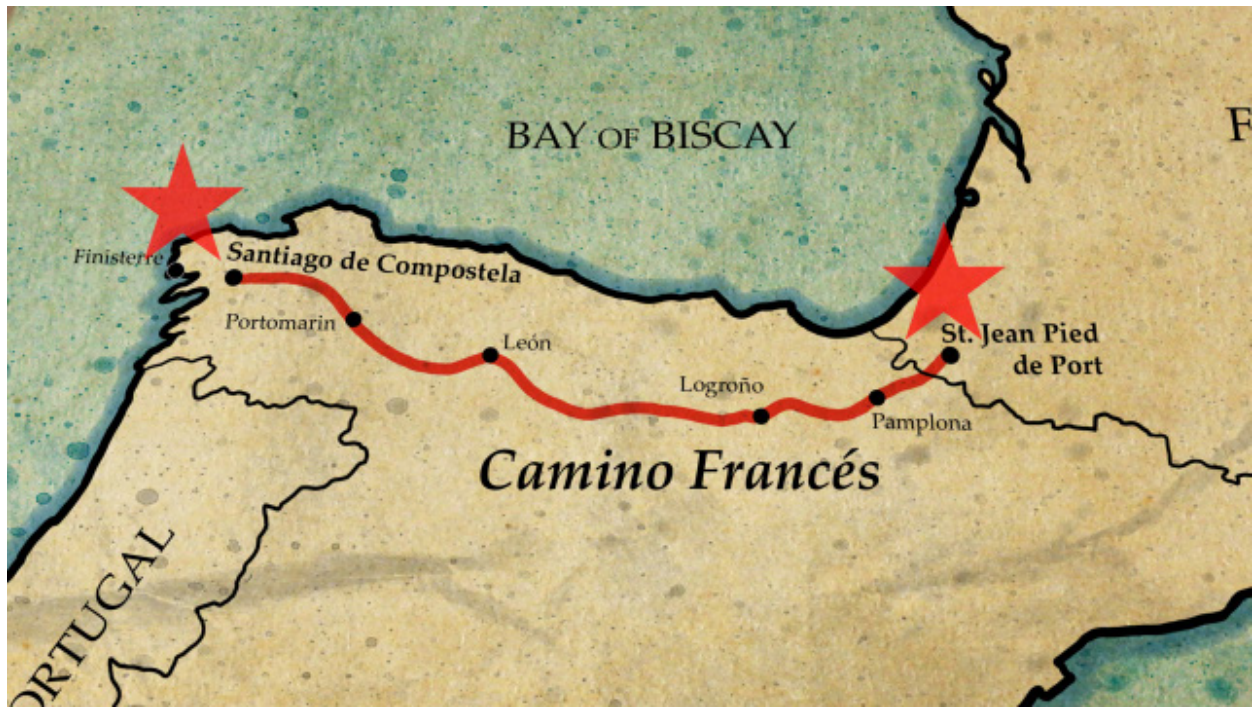
Xacobeo: <http://www.xacobeo.es/en>

Pilgrim Office of Spain:
<http://peregrinossantiago.es/eng/>

Spanish Steps: <http://www.spanishsteps.com/>

Rayo Travel: <http://www.rayotravel.com/>

Follow the Camino:
<http://www.followthecamino.com/>



ROUTE DETAILS

The Camino de Santiago—the 500-mile route seen in the film—starts in St. Jean Pied de Port, France. From there, the Camino winds through four of Spain’s 15 regions.

First, travelers make the grueling trek up and over the Pyrenees Mountains, and descend into Navarra—a vibrant, green expanse of mountainous highlands and home to the famous Running of the Bulls in Pamplona.

Next, they pass through La Rioja—full of rich vineyards that produce the wine for which this small region is famous.

The bulk of the Camino passes through Castilla y León—in which lies a terrain that many find to be the most challenging—the Meseta. This flat, seemingly endless landscape of green and wheat colored crops is said to remove all external distraction, leaving a pilgrim with only their thoughts for company.

In contrast, Castilla y Leon also boasts the beautiful mountain pass where the renowned Cruz de Ferro is located—a huge iron cross under which pilgrims leave a rock imbued with whatever they wish to let go of. The last region, Galicia is a glorious sight to behold, and its rolling hills and lush eucalyptus forests provide a wonderful welcome into Santiago de Compostela.