



FOR IMMEDIATE RELEASE

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DOCURAMA FILMS® ANNOUNCES THE RELEASE OF
THE COLLECTOR'S EDITION OF
THE ATOMIC CAFE

Available on November 25th for \$39.95 SRP, SPECIAL 2-DVD SET
IN BEAUTIFUL HARDCOVER PACKAGING,
INCLUDING OVER 100 MINUTES OF BONUS FOOTAGE!

NEW YORK, NY, November 14, 2008 – Docurama Films announces the highly anticipated two-disc release of **THE ATOMIC CAFE COLLECTOR'S EDITION**, a film by Kevin Rafferty, Jayne Loader, and Pierce Rafferty. Winner for Best Documentary at the Boston Society of Film Critics Award and Nominee for the Best Documentary through BAFTA, **THE ATOMIC CAFE** serves up a revealing slice of American history: the legendary decade when we learned to live in a nuclear world.

“A STUNNER, a movie that has one howling with laughter, horror and disbelief.”
-*The New York Times*

“The blackest apocalyptic humor since *Dr. Strangelove*.” - *The Washington Post*

One of the defining documentaries of the 20th Century, **THE ATOMIC CAFE** (1982) offers a darkly humorous glimpse into mid-century America, an era rife with paranoia, anxiety, and misapprehension. Whimsical and yet razor-sharp, this timeless classic illuminates the often comic paradoxes of life in the “Atomic Cafe,” while also exhibiting a genuine nostalgia for an earlier and more innocent nation.

Narrated through an astonishing array of vintage clips and music – from military training films to campy advertisements, presidential speeches to pop songs – the film revolves around the threat – and thrill – of the newly minted atomic bomb. Taking aim at the propaganda and false optimism of the 1950s, the film’s satire shines most vividly in clever image splicing, such as footage of a decimated Hiroshima alongside cheerful suburban “duck-and-cover” routines. More than anything else, **THE ATOMIC CAFE** shows how nuclear warfare infiltrated the living rooms of America, changing the nation from the inside out.

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**Deluxe treatment includes
collectible hardcover packaging
as well as a FULL BONUS DISC featuring:**

**EIGHT ORIGINAL GOVERNMENT PROPAGANDA FILMS IN THEIR ENTIRETY
(with kind permission from the Prelinger Archives):**

**DUCK AND COVER (1951) * OUR CITIES MUST FIGHT (1951) *
HOUSE IN THE MIDDLE (1954) *
SELF PRESERVATION IN AN ATOMIC ATTACK (1950) *
OPERATION CROSSROADS (1946) * OPERATION CUE (1955) *
SURVIVAL UNDER ATOMIC ATTACK (1952) * BIRTH OF THE B-29 (1945)**

About Docurama Films®

Docurama Films is dedicated to making critically acclaimed and cutting-edge documentaries available digitally and on DVD. The collection unites both classic and contemporary docs from award-winning filmmakers whose work continues to astound and enlighten. In 1999, parent company New Video launched Docurama Films, a line that has released over 200 award-winning and highly acclaimed titles including the Academy Award®-winning films *Murder on a Sunday Morning*, *Marjoe* and *Maya Lin: A Strong Clear Vision*. In addition, Docurama Films specializes in definitive films like D.A. Pennebaker's seminal work *Bob Dylan: Dont Look Back* and *The Brandon Teena Story* (the true story behind the Oscar®-winning movie *Boys Don't Cry*), as well as films of enormous sociocultural relevance including *Hacking Democracy* and the Academy Award® nominee *Operation Homecoming: Writing the Wartime Experience*. Docurama Films has also released the critically acclaimed *The Wild Parrots of Telegraph Hill* and Andy Goldsworthy's *Rivers and Tides*. In 2007, Docurama Films had its exciting first theatrical release with *Air Guitar Nation*. In 2008, release highlights included *Gypsy Caravan* with Johnny Depp and *Body of War* by filmmaker Phil Donahue with original songs by Eddie Vedder of Pearl Jam, and in January 2009, Docurama Films releases the hauntingly profound *Inheritance* by Oscar®-winning filmmaker James Moll.

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THE ATOMIC CAFÉ: COLLECTOR'S EDITION - DVD

Pre-order date:	November 4, 2008	Genre: Documentary
Street date:	November 25, 2008	Sug. Retail Price: \$39.95
Rating:	N/A	Catalog #: NNVG134401
Running Time:	88 min. + extras	Screeners and Color Art: Avail. Upon Request