

PREORDER FEB 14 RELEASE MAR 13

NEW RELEASE: DOCURAMA

THE SWELL SEASON

The true-life love story behind the Academy Award®-winning Once

- Theatrical run in 14 major markets, including NY and LA, beginning in October 2011.
- Premiered at the Tribeca Film Festival and screened at Silverdocs to glowing reviews, drawing comparisons to D.A. Pennebaker's *Dont Look Back*.
- Follows Glen Hansard (*The Commitments*) and Markéta Irglová fresh off their inspiring Oscar® win for Best Original Song.
- Potential for promotion alongside *Once* (321K VS), billing the doc as a companion film, as well as promotions tied to the performers:
 - Broadway musical version of *Once* to debut in March 2012
 - Markéta Irglová's solo album will release on October 11, 2011
 - The Swell Season will continue to tour through fall and winter of 2011
- Social media outreach to the band's immense fan base, including the movie's 1.3K Facebook fans as well as the band's official page, with 88K fans.
- Grassroots marketing and PR outreach to music publications, including *Rolling Stone* and *Pitchfork*, as well as bloggers.



SYNOPSIS The world fell in love with Glen Hansard and Markéta Irglová when their songwriting collaboration in the film *Once* culminated in a jubilant Oscar® win. But behind the scenes, where Glen and Mar's on-screen romance became reality, a grueling two-year world tour with their band Swell Season threatens to fracture their fated bond. Gorgeously filmed in black and white, this music-filled documentary is an intimate look at the exhilaration and turmoil created by both love and fame.

PRODUCT INFORMATION

DVD FEATURES: TK

SRP: \$29.95 U.S. n/a CAN

FORMAT: DVD Single

PACKAGING: Single Amaray

LENGTH: Approx. 90 mins + extras

GENRE: Documentary

YEAR: 2011

LANGUAGE: English

COLOR: Color

WIDESCREEN: TK

AUDIO FORMAT: Stereo

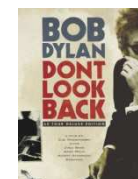
UNITS PER CARTON: 30

TRAILER: <http://www.theswellseasonmovie.com/trailer/>

COMP TITLES



ONCE



BOB DYLAN:
DONT LOOK
BACK

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