



**SYNOPSIS** THROW DOWN YOUR HEART follows American banjo virtuoso Béla Fleck on his journey to Africa to explore the little-known African roots of the banjo and record an album. Béla's boundary-breaking musical adventure takes him to Uganda, Tanzania, The Gambia, and Mali, and provides a glimpse of the beauty and complexity of Africa. Using his banjo, Béla transcends barriers of language and culture, finding common ground and forging connections with musicians from very different backgrounds.

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**NEW RELEASE: DOCURAMA**

# BÉLA FLECK: THROW DOWN YOUR HEART

*The famed banjo virtuoso embarks on a musical tour of Africa*

- In his 30-year career, Fleck has won 11 Grammys and been nominated in more categories than any other musician in Grammy history.
- Winner of the Best Music Documentary Award at SilverDocs and the Audience Award at SXSW, the film will have a limited theatrical release through summer 2009.
- The soundtrack released in March (15K units scanned so far); Fleck will tour with four of the African musicians from the film through the summer and in 2010.
- This musical adventure follows in the footsteps of successful boundary-breaking docs such as *Genghis Blues*.
- Grassroots marketing outreach will target Béla Fleck and world music fans, focusing on promotion in cities where he is touring.
- PR campaign will target music sites and publications, focusing on bluegrass and world music.

## PRODUCT INFORMATION

**DVD FEATURES:** Audio commentary with Béla Fleck and the director; over an hour of deleted scenes and performances

**SRP:** \$26.95 U.S., \$29.95 CAN  
**FORMAT:** Single  
**PACKAGING:** Standard Amaray  
**LENGTH:** Approx. 97 mins + extras  
**GENRE:** Documentary  
**YEAR:** 2008

**NOTES:** n/a

**LANGUAGE:** English  
**COLOR:** Color  
**WIDESCREEN:** Yes  
**AUDIO FORMAT:** Stereo  
**UNITS PER CARTON:** 30

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