



Language: English
Color/ B&W: Color
Widescreen: Yes
SRP: US \$26.95
Audio: 5.1 Stereo
Length: 98 min. +extras
Units per Carton: 30
Year: 2011
Genre: Drama
Format: Single
Packaging: Amaray in O-card
Cat: NNVG248360
UPC: 7-67685-24836-2
ISBN: 1-4229-4229-5

Director: Deborah Chow
Cast: Zach Braff (*Scrubs*, *Garden State*),
Isabelle Blais (*Human Trafficking*)

The High Cost of Living

*Zach Braff stars in this romantic drama
in the vein of 21 Grams and Monster's Ball*

Synopsis:
What do you do when the best and the worst moment of your life happens at the exact same time? One fateful night, the lives of Henry (Zach Braff) and Nathalie (Isabelle Blais) tragically collide. As Nathalie's life unravels, Henry becomes her unlikely guardian angel, but the inevitable impact of his choices force both Henry and Nathalie to confront loss, love and life, and to ultimately decide whether the high cost of living is worth the price.

Trailer > <http://www.youtube.com/watch?v=kQ8hofM-xzI>

- Cast includes Zach Braff (*Scrubs*, *Garden State*) in a rare dramatic turn.
- Social media outreach to target Zach Braff fans (780K Facebook friends), as well as fans of the movie *Garden State* (over 400K Facebook fans) and the TV show *Scrubs* (over 8.6 MM Facebook fans).
- Reminiscent of films such as *21 Grams*, *Monster's Ball*, *Crash*, and *Revolutionary Road*, THE HIGH COST OF LIVING is a powerful , emotional drama.
- Official Selection of the 2010 Toronto International Film Festival.
- Online AMEX media campaign (23MM impressions) to support DVD release.
- PR to leverage access to Zach Braff, a strong supporter of the film.

Reviews:

- "This handsome, captivating, well-paced and stylish film is fully realized in every aspect" – *LA Times*; Kevin Thomas
- " Braff is that kind of honest, open actor that you just trust" – *Thestarphoenix.com*; Cam Fuller