



The Wild and Wonderful Whites of West Virginia

A wild ride with American's last outlaw family

Synopsis:

From executive producers Johnny Knoxville and Jeff Tremaine (*Jackass*) comes a shocking and outlandish year-in-the-life documentary about the notorious outlaw White Family.

Trailer > <http://www.youtube.com/watch?v=w3ysuG2O0zw>

- Executive produced by Johnny Knoxville and Jeff Tremaine (*Jackass*). Timed to release to leverage awareness from *Jackass 3-D* theatrical and Johnny Knoxville's promotion.
- Features interviews and live music performances by Hank Williams III.
- Grassroots outreach to country music and film fans.
- Social media outreach to fans of Jesco White (14,905 on Facebook), Johnny Knoxville (427,778), and Jackass (1,078,925 on Facebook). Theatrical run to continue through Summer 2010.
- Likely to appeal to college students, fans of reality TV and Southerners.
- Online media campaign (23MM impressions) to support DVD release.

Reviews:

"Its governing spirit, captured in the raucous music that punctuates the story (including songs performed live by Hank Williams III), is one of outlaw celebration." —*The New York Times*

"Think *Sopranos* meets *Coal Miner's Daughter*."—*Boing Boing*

Language: English
Color/ B&W: Color
Widescreen: Yes

SRP: US \$24.95
Audio Format: Stereo
Length: 88 m

Units per Carton: 30
Genre: Documentary
Packaging: Amaray

Year: 2010
Format: Single

Cat: NNVG231520
UPC: 7-67685-23152-4
ISBN: 1-4229-9520-8

Director: Julien Nitzberg
Executive Producers: Johnny Knoxville and Jeff Tremaine

Cast: Jesco White, Hank Williams III