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The Swimsuit Issue

"The Full Monty meets Blades of Glory..."
—The New York Times

Synopsis:

A comedic farce of courage and gender reversal as a group of middle-aged men join forces to create Sweden's only all-male synchronized swim team and set their sights on the world championships.

Trailer > http://www.tribecafilm.com/videos/The_Swimsuit_Issue_-_Trailer.html?page_type=small

- Grassroots and social media marketing to interest groups, including sports groups, swim teams, and Swedish ex-pats.
- Akin to popular comedies such as *Road Hogs*, *Grown Ups* and *The Full Monty*, THE SWIMSUIT ISSUE is a fun film for the whole family.
- Online media campaign (23MM impressions) to support DVD release.

Reviews:

"The father-daughter relationship between Mr. Inde and Ms. Davin develops nicely, and the film's conclusion is unexpected and sweet."—*The New York Times*

"Good-natured, brightly funny comedy."—Variety

Length: 100 m **SRP:** US \$24.95 Can \$29.95
Color/ B&W: Color **Audio Format:** TK
Widescreen: Yes
Units per Carton: 30 **Year:** 2009
Format: Single **Packaging:**
Amaray
Genre: Comedy, Sports
Language: Swedish, with English subtitles

Cat: NNVG239320
UPC: 7-67685-23932-2
ISBN: 1-4229-1515-8

Director: Måns Herngren
Writers: Jane Magnusson, Måns Herngren,
Brian Cordray

Cast: Jonas Inde, Amanda Davin, Andreas
Rothlin Svensson

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