



SYNOPSIS Directed by Academy Award®-nominated filmmaker Liz Garbus, this feature-length documentary explores the complex life of Bobby Fischer, the troubled genius whose charisma and talent spurred a worldwide fascination with chess: the "Game of Kings." Fischer's evolution from isolated child to chess prodigy, global superstar, angry recluse and, finally, fugitive from the law, is a spellbinding story of the making and unmaking of an American icon. Rare archival footage and insightful interviews with those closest to him expand this captivating story of a mastermind's tumultuous rise and fall.

BOBBY FISCHER AGAINST THE WORLD

The fascinating, troubled life of chess genius Bobby Fischer

- Premiered at 2011 Sundance Film Festival
- High-profile broadcast premiere on HBO on June 6, 2011, with companion photo book streeting in Fall 2011.
- Festival and Oscar®-qualifying theatrical run in September 2011 garnering positive reviews:
 - Markets include NY, LA, CT, DC, CO, NM, RI, OR
 - Winner, Outstanding Achievement in Filmmaking, Newport Beach Film Festival
 - Nominee, Grand Jury Prize, Miami Film Festival
- Directed by Emmy-winning, Oscar®-nominated filmmaker **Liz Garbus** (*The Farm: Angola, USA*; *Ghosts of Abu Ghraib*; *The Execution of Wanda Jean*)
- Not only a riveting profile of one of the most controversial figures in American sport, but a captivating chronicle of the 1970s.
- Social media and PR outreach to target fans of chess (2.4MM Facebook fans) and Bobby Fischer (8K+ Facebook fans), plus documentary film fans.
- Comprehensive marketing plans to include:
 - Full page launch ads: *Entertainment Weekly*, *New Yorker*, *New York Magazine* & more
 - Outdoor campaigns: Kiosk advertising in NYC
 - :60 Ad spots: 220 in-theater screens + off-channel TV including Sundance and Ovation channels

PRODUCT INFORMATION

DVD FEATURES: A History of Chess; The Fight for Fischer's Estate

SRP: \$29.95 U.S.

FORMAT: DVD Single

PACKAGING: Single Amaray

LENGTH: Approx. 90 mins + extras

GENRE: Documentary

YEAR: 2011

LANGUAGE: English

COLOR: Color

WIDESCREEN: Yes

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

Trailer: <http://www.hbo.com/documentaries/bobby-fischer-against-the-world/video/trailer>

COMP TITLES



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