

SYNOPSIS: On Friday the 13th of October 1972, a charter plane carrying 45 rugby team members crashed in the remote Andes Mountains. For 72 days, the world thought they were dead. But what 16 survivors endured was far worse than death, driven to what would become headline-making acts of cannibalism in their struggle for life. *I Am Alive: Surviving the Andes Plane Crash* presents one of the most remarkable human survival stories of all time as it has never been told before: through the first person, on-camera account of survivor Nando Parrado. Nando's simple yet powerfully evocative storytelling allows viewers to experience the nearly two and half months of heroism and tragedy through the eyes and memories of a man who lived it.

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NEW RELEASE: HISTORY™

I AM ALIVE: SURVIVING THE ANDES PLANE CRASH

An unprecedented look at one of the world's most miraculous survival stories

- Told through the first-person, on-camera account of survivor Nando Parrado (portrayed by Ethan Hawke in the 1993 feature film which grossed over \$36MM at the box office).
- Nando wrote the bestseller "Miracle in the Andes," as described by the Washington Post: *"Once in a very long time, a book arrives that changes the way I see the world and the people within it."*
- Features new, high resolution imagery of photos shot by the survivors throughout their ordeal.
- Includes rarely seen footage of the crash site and CGI/live action reenactments of the crash and the amazing struggle that ensued.
- Marketing & PR outreach will target history buffs and extreme adventure buffs, as well as outdoor & adventure magazines and websites.

PRODUCT INFORMATION

Bonus includes: *Return to the Valley of Tears* Featurette; *Nando Parrado Today* Featurette; *Traces of Tragedy: Artifacts from the Andes Plane Crash*; *Behind-the-Scenes of I Am Alive: Surviving the Andes Plane Crash*; *Extended Interviews with Roberto & Laura Canessa, Graciela Parrado, Jose Luis Nicola, and Brother Eamon O'Donnell*; *Original Photo Slideshows*

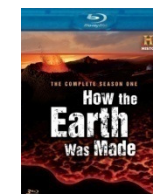
SRP: \$19.95 US, \$22.95 CAN
FORMAT: DVD Single
PACKAGING: Single Amaray
LENGTH: 98 mins + extras
GENRE: Documentary
YEAR: 2010

LANGUAGE: English
COLOR: Color
WIDESCREEN: No
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

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