



**SYNOPSIS** Beloved by millions of children around the world, Elmo is an international icon. However, few people know the soft-spoken man behind the furry red monster: Kevin Clash. Narrated by Whoopi Goldberg, *BEING ELMO: A PUPPETEER'S JOURNEY* follows Clash's remarkable career, while also offering a behind-the-scenes look at *Sesame Street* and the Jim Henson Workshop. As a teenager growing up in Baltimore in the 1970s, Clash had very different aspirations from his classmates—he wanted to be a part of Henson's team, the creative force responsible for delivering the magic of *Sesame Street* on a daily basis. With a supportive family behind him, Kevin made his dreams come true.

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## BEING ELMO: A PUPPETEER'S JOURNEY

*The man behind one of the world's most recognizable characters*

- National theatrical run in Fall 2011 in over 50 major markets, with a current box office of \$270K.
- Timed to cross-promote with Disney film *The Muppets* (\$29 MM opening weekend; streeting mid-March), starring Jason Segel and Amy Adams
- With a **93% Fresh** rating on Rotten Tomatoes, the film received rave reviews, including being named *New York Times* Critics' Pick and getting an "A" from *Entertainment Weekly*.
- DVD releases two days before broadcast premiere on PBS's *Independent Lens*.
- A festival favorite, the film was named:
  - Winner of the Special Jury Prize at Sundance
  - Winner of the Most Life-Affirming Documentary award at Michael Moore's Traverse City Film Festival
  - Nominated for the Audience Award at the Gotham Independent Film Awards, as well as an NAACP Image Award for Outstanding Documentary.
- Currently the most popular character on *Sesame Street*, Elmo boasts a DVD line that has sold **over 2.6MM** copies as well as the wildly popular Tickle Me Elmo doll, which took the nation by storm.
- Marketing and PR outreach to leverage access to Kevin Clash and Elmo for appearances and interviews with top-tier press
- Social media campaign to target the fanbase for Elmo (1.1 MM Facebook fans), the Muppets (1.1 MM Facebook fans) and *Sesame Street* (327K fans)

### PRODUCT INFORMATION

**DVD FEATURES:** Behind-the-scenes Q&A with Kevin and the crew; Update piece on young puppeteer Tao

SRP: \$29.95 U.S. n/a CAN  
FORMAT: DVD Single  
PACKAGING: Single Amaray  
LENGTH: Approx. 76 mins + extras  
GENRE: Documentary  
YEAR: 2011

LANGUAGE: English  
COLOR: Color  
WIDESCREEN: Yes  
AUDIO FORMAT: Stereo  
UNITS PER CARTON: 30  
RATING: PG

**TRAILER:** [http://www.youtube.com/watch?feature=player\\_embedded&v=dINZo10pCts](http://www.youtube.com/watch?feature=player_embedded&v=dINZo10pCts)

### COMP TITLES



**THE MUPPETS**



**SESAME STREET'S 25TH BIRTHDAY**

CAT NO. NNVG264041 UPC 7-67685-26404-1 ISBN 1-4229-9609-3

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