



# SUPERHEROES

*The amazing lives of Real-Life Superheroes*

- Following a successful festival run, winning 2 awards at Slamdance, and a theatrical run in 10 markets, the film premieres on HBO on August 8, 2011.
- Like a comic book come to life, SUPERHEROES is shot in the style of a graphic novel and features Marvel Comics legend Stan Lee (*Spider-Man*).
- Includes theme song by band OK Go and key art designed by the same artist responsible for *Spider-Man* and *The Dark Knight*.
- In addition to the steady stream of superhero blockbusters, recent films such as *Kick-Ass* and *Super* have focused on the Real-Life Superhero movement.
- Promotion at San Diego Comic-Con; repromotion/potential screening at NY Comic-Con.
- PR and social media campaigns to target fanboys, leveraging access to the superheroes themselves, exclusive clips and art. Targets to include:

- G4
- UGO.com
- IGN

**SYNOPSIS** They patrol the dark and dangerous streets, seeking out criminals, evildoers and villains, veiled in secret identities... They call themselves Real-Life Superheroes, and they are out to save humanity. SUPERHEROES is a journey inside the world of real-life caped crusaders. From all over America, these everyday citizens don masks, homemade costumes and elaborate utility belts in an attempt to bring justice to evildoers everywhere.

## PRODUCT INFORMATION

DVD FEATURES: Deleted scenes; bonus footage; trading cards of superheroes featured in the film

SRP: \$26.95 U.S. \$32.95 CAN

FORMAT: DVD Single

PACKAGING: Single Amaray

LENGTH: Approx. 82 mins + extras

GENRE: Documentary

YEAR: 2011

LANGUAGE: English

COLOR: Color

WIDESCREEN: TK

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

TRAILER: TK

## COMP TITLES



KICK-ASS



WATCHMEN