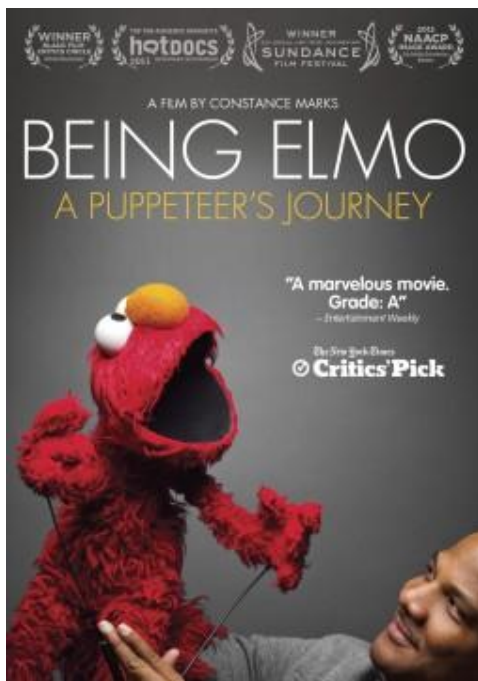


FOR IMMEDIATE RELEASE



BEING ELMO: A PUPPETEER'S JOURNEY
AVAILABLE APRIL 3 ON DIGITAL AND DVD

"Critics' Pick! A winning tale of the persistence and creativity behind one of the most famous and fuzziest faces in the world." – *The New York Times*

"Grade A! A Marvelous Movie! It's a documentary about Kevin Clash, who became the voice and operator of Elmo, the tomato-red fur ball and emissary of hugs who is without a doubt the most beloved Muppet of his time." – *Entertainment Weekly*

March 6, 2012 – Elmo is a household name worldwide. Children of all ages know the furry red monster and his friendly high-pitched voice, but few people would recognize his creator, Kevin Clash, if they passed him on the street. Determined to be on *Sesame Street* from a very early age, Clash never lost sight of his dream until he made it a reality. Following rave reviews at film festivals and a smash-hit theatrical debut, the inspiring ***BEING ELMO: A PUPPETEER'S JOURNEY*** will be available on April 3 to a wide audience via DVD and digital platforms.

BEING ELMO is the story of Clash's startling rise to prominence as the creator of Elmo, fueled by a lifelong commitment to the art form, a string of fortuitous events, and the

support of his family and colleagues. Award-winning documentary filmmaker, Constance Marks (*Green Chimneys*), creates an intimate profile of the man behind the Muppet™ and a delightful journey into the Sesame Workshop.

While still a kid in 1960s urban Baltimore, Clash began performing locally with the puppets he designed. Once his extraordinary abilities were revealed to his parents, they encouraged him to pursue his talent and follow his dreams. While on a high school senior trip to New York, Clash met with Muppet designer Kermit Love to learn more about *Sesame Street* and the intricate design of the Muppets. After graduation, Clash began his journey as a professional puppeteer in TV shows and movies, including *Captain Kangaroo* and *The Great Space Coaster*.

The film follows Clash through his personal and professional life and chronicles how Elmo's persona was crafted into the embodiment of love – a theme that resonates in the hearts of children all over the world.

Today, Clash is *Sesame Street*'s Muppet Captain, Senior Puppet Coordinator and Sesame Workshop's Senior Creative Consultant.

Narrated by Whoopi Goldberg, ***BEING ELMO: A PUPPETEER'S JOURNEY*** features extensive interviews with Clash's family, friends and many talented puppeteers, including Frank Oz ("Miss Piggy," "Bert"), Caroll Spinney ("Big Bird," "Oscar the Grouch"), Martin P. Robinson ("Telly Monster," "Mr. Snuffleupagus"), Fran Brill ("Prairie Dawn," "Zoe"), and Bill Barretta ("Dr. Teeth," "Rowlf the Dog"). Rosie O'Donnell, Cheryl Henson (President of the Jim Henson Foundation), Joan Ganz Cooney (co-founder of the Sesame Workshop), and John Ziemann from Baltimore's WMAR-TV are also interviewed in the film.

Along with receiving an Audience Choice Award at the 2012 Sedona International Film Festival and the Audience Favorite Award at the 2011 Hot Docs Film Festival, ***BEING ELMO*** was Special Jury Prize winner at the 2011 Sundance Film Festival, Special Jury Award winner at the Traverse Film Festival, and was an Audience Choice nominee at the 2011 Gotham Awards. It was a *New York Times* Critics' Pick when it premiered theatrically in October 2011 and received rave reviews from publications including *Entertainment Weekly*, *Roger Ebert at the Movies*, *Los Angeles Times* and *New York Magazine*, among many others. Nominated this year for a NAACP Image Award, ***BEING ELMO*** premieres on PBS's *Independent Lens* on April 5.

BEING ELMO: A PUPPETEER'S JOURNEY is directed by Constance Marks; co-directed by Philip Shane; produced by Constance Marks, Corinne LaPook, James J. Miller; edited and written by Philip Shane and Justin Weinstein; music composed by Joel Goodman. Bonus features include: Some Thoughts from the Filmmakers, Sundance Premiere Q&A with Kevin and the filmmakers, Tau performs in the Macy's Thanksgiving Day Parade, Interview with John Tartaglia and the trailer.

Elmo character and name are trademarks of Sesame Workshop. Elmo © 2012 Sesame Workshop. All Rights Reserved.

Pricing:	\$29.95 US
Runtime:	76 mins. + extras
Rating:	PG
Catalog #:	NNVG264041
Language:	English
Color:	Color
Audio Format:	Dolby Digital 2.0 Stereo
Genre:	Documentary

About Docurama Films

In 1999, **NEW VIDEO** launched **Docurama Films®** with the first feature documentary ever available on DVD: D.A. Pennebaker's *Bob Dylan: Dont Look Back*. Twelve years and 300 award-winning, highly-acclaimed titles later, Docurama continues to discover and release the greatest non-fiction films of our time while spreading the word about filmmakers who are taking the form to new heights. Docurama's catalog features the performing and visual arts, history, politics, the environment, ethnic and gender interests, and all-time favorites including *The Wild Parrots of Telegraph Hill*, *Andy Goldsworthy: Rivers and Tides* and *King Corn*. Recent titles include the 2011 Oscar®-nominated film, *Gasland*, and the theatrical release of *Hell and Back Again*.

www.docuramafilms.com

About New Video

New Video is a leading entertainment distributor and the largest aggregator of independent digital content worldwide. Headquartered in New York City, with an international presence in 45 territories, the company delivers feature films, TV programs and web originals via digital download, streaming, video-on-demand, Blu-ray, DVD, and theatrical release. In 2011, New Video bowed Oscar®-nominated *Hell and Back Again* and South American blockbuster *Elite Squad: The Enemy Within* in US theaters. Through a new partnership with digital exhibitor Cinedigm Entertainment Group, New Video is poised to bring more independent films to theaters nationwide. New Video streamlines distribution and marketing for filmmakers and partners, bringing a wide variety of fresh content to new audiences. The company's library includes original TV series and movies from A+E® Home Entertainment, HISTORY™, and Lifetime®, unforgettable games and trophy sets from Major League Baseball®, storybook treasures from Scholastic®, award-winning documentaries from Docurama Films®, next-gen indies from Flatiron Film Company®, and acclaimed independent films and festival picks through partnerships with the Sundance Institute and Tribeca Film. New Video is proud to distribute many Oscar®-nominated documentaries including *Gasland*, *Waste Land*, *Paradise Lost 3: Purgatory* and *Hell and Back Again*.

www.newvideo.com.

For more information, please contact:

Luis Garza
646-259-4144
lgarza@newvideo.com

For Box Art:

<http://www.newvideo.com/docurama/being-elmo/>