



**SYNOPSIS** The story is a simple one of four young men struggling to make it as a swing & standards close harmony group in those pre-Beatles, pre-grassy knoll days of our Perry Como innocence. So what's the problem? They're dead! Wiped out by a bus full of Catholic schoolgirls while the lads were driving in their now iconic cherry red '54 Mercury convertible to their first real gig (at the Fusel-Lounge in a local Pennsylvania airport). The schoolgirls, by the by, were okay. But a second opportunity is now heaven sent to The Plaids. They've returned to Earth nearly 50 years later to put on the show they never performed in life. There are problems of course, not least of which is that they are dead. And there are the more prosaic challenges, such as remembering lyrics and moves that they haven't sung or danced in over 40 years.

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**NEW RELEASE: FLATIRON**

# FOREVER PLAID: THE MOVIE

*One of off-Broadway's most beloved and critically acclaimed musicals*

- Now in its 20th year, PLAID has grossed over \$300 million worldwide, making it one of the most successful off-Broadway shows ever.
- FOREVER PLAID will have several PBS broadcasts starting in March and continuing through July 2011.
- This first-ever DVD release includes both a director's cut and a live version.
- PLAID has over 3,000 positive reviews, including raves from the *New York Times*, *Los Angeles Times*, *WSJ* and *USA Today*.
- Endorsed by both former presidents Bill Clinton and George Bush Sr., FOREVER PLAID has been performed at the White House and for the Queen of England.
- Marketing/PR outreach to existing fan base and musical theater fans (Backstage, Theatermania).

## PRODUCT INFORMATION

DVD FEATURES: Live Show; Soundtrack CD

SRP: \$26.95 U.S. \$29.95 CAN

FORMAT: DVD Single

PACKAGING: Swing Amaray

LENGTH: Approx. 83 mins + extras

GENRE: Musical

YEAR: 2010

LANGUAGE: English

COLOR: Color

WIDESCREEN: TK

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

## COMP TITLES



**LITTLE SHOP OF HORRORS**



**THE COMMITMENTS**

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