



NEWS RELEASE

For Immediate Release:

From the producers of This is Our Youth,
maclDeas

choke.

**An Official Selection of the Toronto International Film Festival
Short Cuts Canada Programme**

A BRAVO! FACT / RADKE FILMS CO-PRODUCTION

**STARRING CANADIAN NOTABLES,
LINDY BOOTH, ALLEGRA FULTON, AND
MARCELLO CABEZAS**

Toronto – Lindy Booth, Allegra Fulton and Marcello Cabezas star in “choke.” officially selected by the 2004 Toronto International Film Festival Short Cuts Canada Programme, The Palm Springs International, and Woodstock Film Festivals 2004. “choke.” is helmed by award winning director David Hyde and written by the award winning writer Sean Raycraft.

Over the past year, maclDeas, spearheaded by upstart producers Matthew Bassett, Marcello Cabezas, Carolyn Newman, Tyler Levine, Derrick Chua, Leron Cohen and Steven Moore has been growing its roster of projects starting with VLADECK, a one man play/ television special for Chum, and THIS IS OUR YOUTH directed by WOODY HARRELSON. maclDeas will be producing a remount of THIS IS OUR YOUTH and the Canadian Premiere of the New York and Los Angeles smash hit, MATT & BEN in September and October 2004.

For this project, Matthew Bassett (founder of Eaglecrest Capital, a merchant banking company that offers its clients corporate finance advice, strategic capital and liquidity options) and Scott MacKenzie (Partner and Executive Producer at Radke Films) are Executive Producers joined by industry notables Carolyn Newman (currently a show producer at YTV) and Tyler Levine (currently in the producer program at The Canadian Film Centre),

choke., a black comedy that illustrates the death of the American Dream through a love story gone wrong., is maclDeas first 35 mm film. With the generous support of **Bravo!Fact**, financing by **maclDeas**, and the production know how, guidance and support of industry leader **Radke Films** and director David Hyde, this project is a creative collaboration between an exciting mix of ambitious individuals that share the desire to tell meaningful stories and the moxy to deliver an accomplished film.

Hot young actor Lindy Booth (Dawn of the Dead, Hollywood North, Rub & Tug, Century Hotel, and The Skulls 2) plays the complicated role of Andrea, joined by Marcello Cabezas(most recently starred in This is Our Youth , Directed by Woody Harrelson, Blue Murder and Vladeck for Canadian Learning Television) plays Paul. Rounding out the cast is Genie and Dora Award Winner Allegra Fulton (John Q., Street Time, 32 Short Films about Glenn Gould) in the role of Ms. Morgan.

In “choke.” we find Paul, the failed med school drop-out, who returns to his hometown to lick his wounds. Andrea, the failed figure skater, missed her ticket-to-ride and never left the town. She’s loved Paul ever since they were knee high. Ms. Morgan is their lonely hometown high school English teacher, who is failed in love, and ready to take a chance. On the great plains of the dead American Dream it can get pretty *desperado*. In this film, “someone dies, somebody becomes a murderer and someone gets to fall in love”. “choke.” Is the story of people smart enough to know what they want but not talented enough to get there. “choke.” sooner or later life chokes you out.

macIdeas have assembled an award winning team of film professionals with years of experience between them. The group includes DOP Ray Dumas (recognized with the Best Cinematography Award for his work on the Our Lady Peace video, “Innocent” at the Muchmusic Video Awards this summer 2003) and notable local production designer Mark Gabriel.

For more information about choke., please visit www.macideas.com

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