

HOW FAR WOULD YOU GO?

THE FILM

At the heart of the film is its story. We all have a dark side, a part of us that is instinctually **aggressive** and **protective** and this film explores what would happen when that side takes over. That's the most important hook that this story has – it's a love story about family values but in the most messed up way possible!

"BAD" isn't a feel good movie. It's the story of the anti-hero. It explores a cast of individuals composed of murderous sociopaths, violent criminals and deceitful, lying thieves – and in the middle of this we find our two heroes, Josh and Zoey. At a quick glimpse we see a brother and sister who are wanted for robbery, drug dealing and murder. The film takes us inside these characters' lives and explores how a person can go from working **HARD** everyday to make life work to being **PUSHED** so much and **SO FAR** that they have no other choice but to turn their back on society's moral values.

Through all of this they begin to realize that no matter how bad the situation, the only thing they truly have in this world is each other... and when that begins to be threatened, the limits that were once pushed are gone forever.

THE MEDIA

The plan is simple – we're going to take a **violent, raw, unapologetic** look at family and what the bond of love truly means and how far we would go to protect it, combine that with some amazingly talented actors and say to the trade publications like Variety, Hollywood Reporter and Playback that already follow them – **look at what we're doing now!** – once the industry trades jump on the BAD band wagon, the rest of entertainment media will follow suit.

To FIND OUT MORE, watch the VIDEO @ www.cinecoup.com/bad/hype-it



MEDIA EVENT:

THE CINECOUP WEST COAST PARTY

Join us from 6:00-10:00 Thursday April 25, 2013

@ The Queen's Republic
958 Granville Street
Vancouver, BC

Celebrate the TOP 15 TEAMS in Canada to advance
towards getting the \$\$\$\$ Million Dollars to make their film

AN EPIC EVENT you won't want to miss!!

<http://www.facebook.com/events/127954060731102>

BAD

MATTY FINOCHIO AVERY KONRAD TYLER LABINE

BIGWHEEL PICTURES AND GRACE STREET ENTERTAINMENT PRESENT MATTY FINOCHIO "BAD" AVERY KONRAD TYLER LABINE EDITED BY JEFF CASSIDY ADAM ESTEY

DIRECTOR OF PHOTOGRAPHY JESSE KEAY COSTUME DESIGNER SARA RAKHSHANDEH PRODUCTION DESIGNER ROSS WAHL ASSOCIATE PRODUCER JON KRALT

PRODUCED BY RILEY WALSH JEFF CASSIDY MAUREEN O'BRIEN.

WRITTEN FOR THE SCREEN AND DIRECTED BY JEFF CASSIDY



WWW.CINECOUP.COM/BAD

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