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For immediate release

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Aviation Cinemas announces film production launch “The Verdigris: In Search of Will Rogers” with a night dedicated to the music documentary genre Friday, April 22nd 6pm at the Historic Texas Theatre

Aviation Cinemas presents a night of Music and Film: “Beau Jennings' The Verdigris: In Search of Will Rogers – Project Kickstarter” and “Bruce Springsteen’s ‘The Promise’: The Darkness on the Edge of Town Story”.

Aviation Cinemas kicks off a new series of “project launches” through the historic Texas Theatre with its first ever online crowd funded Kickstarter launch: “The Verdigris: In Search of Will Rogers” – folk musician Beau Jennings’ musical journey for the Oklahoma icon along with the premier of one of 2010’s best music docs “ Bruce Springsteen’s ‘The Promise’: The Darkness on the Edge of Town Story”. Also attached to the Verdigris project is Executive Producer Bradley Beesley (*Okie Noodling, Christmas on Mars, Sweethearts of the Prison Rodeo*).

“The Verdigris” documentary follows folk musician Beau Jennings through various important locations of Will Rogers’ life: his birthplace in Oklahoma, the theater where he performed in New York, his home in New Orleans and eventually the place of his death in Alaska. Beau has written an album of songs inspired by these locations and the crew will follow him and his bandmates as they record the songs at each location.

“The Verdigris’ is something that has become very special to me – its named for the river that runs through both my hometown and Will’s – and I hope it can become something special to others too. I think everyone knows Will as Oklahoma’s favorite son, but I think he also has faded into the past a bit, reduced to a few memorable quotes.” Said Jennings. “Hopefully with this film we can rediscover what made Will Rogers so cool. I’m asking anyone and everyone who is interested to come to a show, watch the trailer screening, hear us play some songs, and donate whatever you can to help us make this project a reality.”

To coincide with the first date of the fundraising tour, Beau and the rest of the Aviation Cinemas team will be launching an online Kickstarter page, through which all donated money will be funneled – supporters will be able to donate through this webpage or directly at the shows.

“We (the Aviation Cinemas team) worked on Clay Liford’s “WUSS” together in 2010 and decided that we wanted to start making film production a regular part of our mission” said Eric Steele, Partner at Aviation Cinemas. “So often great ideas – stories that could make great independent films – aren’t ever realized because filmmakers can’t find funding or support. This is our way of starting a grassroots movement through the Texas Theatre to see that some of those projects can be made”.

Show details:

Friday, April 22 – Dallas, TX @ The Texas Theatre – FUNDRAISER SHOW – 6pm
231 W. Jefferson Blvd. | (214)948-1546 | www.thetexastheatre.com

No cover at the door, suggested donations only. Trailer screening and live album preview. Musical performances by others TBA.

BEAU JENNINGS (DIRECTOR/MUSICIAN) may hang his hat in Brooklyn these days, but the subject matter of his carefully crafted songs remain tied to his home state of Oklahoma. While attending the University of Oklahoma, Beau started the Americana-rock band Cheyenne, quickly attracting local and regional attention for his devotion to song craft backed by beautiful and layered instrumentation. In 2005 Cheyenne released their debut album *I Am Haunted, I Am Alive (The Record Machine)*, which was followed by regional touring and music festival appearances. The song *Houses* from this record was featured in a commercial for City Harvest, currently being aired nationally. After relocation to Brooklyn, Cheyenne's second album *The Whale* furthered awareness of the band, and was followed by a national tour. In 2008, Beau released his first solo album *Holy Tulsa Thunder (A Silence Production)*, a collection of songs that brought his songwriting focus full circle back to his home state of Oklahoma.

BRADLEY BEESLEY (EXECUTIVE PRODUCER/DIRECTOR OF PHOTOGRAPHY) Austin based filmmaker Bradley Beesley has made a cinematic career documenting oddball Americana, strange sub-cultures and homegrown rock stars. Post art school and somewhat damaged, he began drinking moonshine and filming with legendary bluesman R.L. Burnside to make his first movie *Hill Stomp Hollar (SxSW)*. He has since directed 9 feature-length films, including 7 documentaries, a concert film and a sci-fi narrative. Bradley is the producer and director of the backwoods cult classic *Okie Noodling (PBS)*. The film chronicles the lost art of bare-handed catfishing in his home state of Oklahoma and continues to have encore broadcasts nationwide. After collecting over 400 hours of footage, Shout! Factory released *The Fearless Freaks*, a documentary starring *The Flaming Lips* in 2005. He has collaborated on over 15-music videos with the Lips and recently teamed-up with Wayne Coyne to make the science fiction picture *Christmas on Mars (Warner Bros.)*. *Sweethearts of the Prison Rodeo (HBO)* is his latest effort and goes behind prison walls to follow convict cowgirls as they compete within this coliseum-esque gladiator spectacle known as the Oklahoma State Penitentiary Rodeo.

AVIATION CINEMAS / THE TEXAS THEATRE

The Texas Theatre (located on 231 W. Jefferson Blvd in Oak Cliff) is a historic movie theatre that also hosts concerts, events, theatrical productions and "Rough Cut Lab" screenings for filmmakers. When first opened in 1931, the Texas Theatre was the largest suburban movie theater in Dallas and was part of a chain of theaters once owned by Howard Hughes – it later became famous as the place where Lee Harvey Oswald was arrested after the Kennedy assassination. In August of 2010, Aviation Cinemas Inc, a

company started by film producer and consultant Barak Epstein, signed a lease to operate the theater.

The Aviation Cinemas team consists of filmmakers Adam Donaghey, Eric Steele, and creative director Jason Reimer. The team's first collaborative project was Clay Liford's "WUSS" which premiered at SXSW film festival in 2011. The team brings 30 + years of film production experience and films that have played international film festivals like Sitges, Sundance, SXSW, USA Film Festival and Cinevegas.

KICKSTARTER (www.kickstarter.com)

Kickstarter is the largest funding platform for creative projects in the world. Every month, tens of thousands of amazing people pledge millions of dollars to projects from the worlds of music, film, art, technology, design, food, publishing and other creative fields.

A new form of commerce and patronage. This is not about investment or lending. Project creators keep 100% ownership and control over their work. Instead, they offer products and experiences that are unique to each project.

All or nothing funding. On Kickstarter, a project must reach its funding goal before time runs out or no money changes hands. Why? It protects everyone involved. Creators aren't expected to develop their project without necessary funds, and it allows anyone to test concepts without risk.

Each and every project is the independent creation of someone like you. Projects are big and small, serious and whimsical, traditional and experimental. They're inspiring, entertaining and unbelievably diverse. We hope you agree... Welcome to Kickstarter!