



# SUNNY SIDE UP FILMS

Date: November 30, 2012

**FOR IMMEDIATE RELEASE: AWARD-WINNING FILMMAKERS HIGHLIGHT INSPIRING PROFILES OF SECOND CHANCES FOR *LIFECASTERS* ON PBS**

***PREMIERES FEBRUARY 7 ON PBS (check local listings) and PBS.org***

San Francisco, CA – Bay Area Video Coalition (BAVC) and Sunny Side Up Films are proud to present ***Lifecasters***, an innovative public television program that unites fiction and documentary filmmakers to tell the stories of Americans who have discovered creative ways of realizing their dreams – a bit later in life.

Supported by PBS and the Corporation for Public Broadcasting (CPB), ***Lifecasters*** is scheduled for **broadcast on Thursday, February 7, 2013 on PBS (check local listings) and via streaming video on PBS.org**. Emmy-nominated filmmakers Aron Gaudet and Gita Pullapilly are Executive Producers for the project, which is also overseen by BAVC's Executive Director Carol Varney.

“BAVC is thrilled to have worked with these incredible filmmakers on three inspiring documentary projects. The subjects in the films will move those who have an unfulfilled dream to take steps toward their goal. And I hope viewers will use the ***Lifecasters*** interactive site to share their own stories of overcoming odds.” says Varney.

Each of ***Lifecasters***' three segments is directed by pairs of award-winning filmmakers from different professional backgrounds, giving each team a platform to tell an inspiring story in their own voice.

Hollywood filmmakers Adam McKay (*Anchorman, Funny or Die*) and Shira Piven (*Fully Loaded*) produced and directed *The Beast and the Angel*, a short film profiling former MC5 guitarist and punk pioneer Wayne Kramer, chronicling his journey of finding hope and comfort through the gift of music.

Oscar-nominated filmmakers Steven Bognar and Julia Reichert (*The Last Truck: Closing of a GM Plant, A Lion in the House*) created *Sparkle*, the story of African-American dancer Sherri “Sparkle” Williams, one of the oldest female professional dancers still practicing in the United States.

Emmy-nominated filmmakers, Gaudet and Pullapilly (*The Way We Get By*) produced *The Gambling Man*, a portrait of Albert Hurwit, an 80-year-old retired doctor who could not read or write music, yet composed an award-winning symphony.

“There are so many talented individuals across the country finding ways to inspire, help, and motivate others to achieve their full potential in life. We hope ***Lifecasters*** will be a model for supporting creative, innovative endeavors and allow others across the country to take a chance on themselves,” explains Pullapilly.

For more information about ***Lifecasters***, visit: <http://lifecasters.org/>.



[www.pbs.org](http://www.pbs.org)

## About Bay Area Video Coalition

Bay Area Video Coalition ([www.bavc.org](http://www.bavc.org)) is the nation's largest non-commercial media arts center dedicated to providing access to media education and technology. BAVC is an affordable training center, a pioneer in technology-based workforce development and youth media training, and a critical resource for independent media makers.

## About Sunny Side Up Films

Sunny Side Up Films (<http://sunnysideupfilms.com>) is a film production and distribution company owned and operated by Aron Gaudet and Gita Pullapilly, the filmmaking team behind the award-winning documentary *The Way We Get By (POV, 2009)*.

## About PBS

[PBS](#), with its nearly 360 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and online content. Each month, PBS reaches nearly 123 million people through television and more than 21 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12<sup>th</sup> grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS' premier children's TV programming and its website, [pbskids.org](http://pbskids.org), are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children. More information about PBS is available at [www.pbs.org](http://www.pbs.org), one of the leading dot-org websites on the Internet, or by following [PBS on Twitter](#), [Facebook](#) or through our [apps for mobile devices](#). Specific program information and updates for press are available at [pbs.org/pressroom](http://pbs.org/pressroom) or by following [PBS Pressroom on Twitter](#).

###



[www.pbs.org](http://www.pbs.org)