

# BEER HUNTER

THE MOVIE

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## **FOR IMMEDIATE RELEASE**

### **HELP SUPPORT THE BEER HUNTER MOVIE!**

**The first - and only - documentary film about Michael Jackson launches on Kickstarter.**

**Tuesday, January 4, 2012** - Several years in the making, the eagerly anticipated documentary film about Michael Jackson turns to Kickstarter, and the craft beer community, for help in finishing. Incorporating rare footage shot between 2004-2006, the film is an intimate tribute to the legendary British journalist and writer who championed the rise of craft brewing and distilling.

"I have over sixty hours of priceless footage of Michael that needs to be seen," says Director J.R. Richards, "but we really need help to see us through the final stages. I also want to tell some of Michael's story. There's so much more to his career than many of his fans know." To that end, the producers would like to gather current interviews from the world's leading brewers, distillers, and writers talking about Michael's history and his significant contributions towards craft brewing and distilling. According to J.R., "a film is the best way to actually bring people together, to raise a pint in honor of Michael. And Kickstarter seems the perfect platform for the craft brewing community to get involved directly in the success of this project."

Kickstarter is the world's largest funding platform for creative projects. Backers are rewarded at various levels, and backers of the Beer Hunter movie will be entitled to limited edition DVDs, t-shirts, posters, and VIP tickets to premiers, but only if the funding goal is reached by January 29<sup>th</sup>.

Pledges raised through Kickstarter will go towards gathering current footage and help provide for soundtrack, post-production, distribution and captioning costs. "We have backers and supporters from over 20 countries already, and potential screenings lined up on every continent," according to J.R. "This is very much a grass-roots, global effort. We'd also like to make a series from all the footage not used in the film, to be distributed as an open-source, online archive for fans of Michael, and craft beer, around the world." The producers are encouraging all screenings of the film to be fundraisers to benefit Parkinson's research, and would like to hold annual events in Michael's memory.

For more information on the campaign, see it on Kickstarter at <http://tinyurl.com/6s54jl5>

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## THE STORY OF MICHAEL JACKSON

### *What the craft community is saying about the Beer Hunter movie:*

I can't wait for the film to get released! – John Evans via Facebook

I am very much a fan of Michael Jackson. Would love to see the movie! - Charlie Dempsey via Facebook

I can't wait for the movie. I'm psyched. I have a bottle of Rogue Anniversary Ale that the Beer Hunter signed for me in 1997. No I haven't opened it! – Kathy Offerman via Facebook

Can't wait to see more!!! Keepin my fingers crossed for the movie, everything I've seen so far is great!!! Enjoyin a homebrewed true to style German wheat, nice banana coming out from the yeast! Cheers! – Jason Brookenshire via Facebook

Excellent segment. I want the finished movie -- can't wait. – oogletree via YouTube

How wonderful to hear Michael's voice and beer wisdom. I have.. oh so many quaffing memories with Michael. Thank you for sharing. – Judy Ashworth via Facebook

Watching that warms my spirit...thanks for posting! – Scott Pointon via Facebook

What a great dignified and intelligent man Michael was...even late in his life with Parkinson's ...he was a real classic, refined and top quality bloke....RIP Michael... - MrCOLTSR2 via YouTube

Awesome! Can't wait for the release. – Thomas Marshall via Facebook

How Michael Jackson is missed. Amazing "digression" from a fascinating man. I only wish I'd ever been able to meet him. Thanks so much for posting. – TheEndymbiosis via YouTube

I just want to see the film! Any ETA on the finished product? – Aaron Lyon via Facebook

Really excited about the movie! – Jason Hatziliadis via Facebook

**Please share this with *your* craft beer community! Thank you for your support!**