



FOR IMMEDIATE RELEASE

**Award-winning Documentary
REMIX-TO-RIO
Launches Online at www.remixtorio.com
on Monday, November 1st!**

*REMIX-TO-RIO will be available for download and streaming on the web
and on mobile networks in high definition for FREE
beginning at 9:00am EST*

Film also available on NFB's CitizenShift.org

Toronto – October 4, 2010 – REMIX-TO-RIO, a gripping documentary by Toronto director Ravi Steve, will be launching exclusively in HD online on the website www.remixtorio.com, as well as being available for streaming in collaboration with The National Film Board's multimedia platform, <http://citizenshift.org/> on Monday, November 1st at 9:00am EST. The film will be available absolutely free on both sites.

REMIX-to-RIO is a one-hour documentary about young people making a difference. The film follows Canada's most innovative youth outreach organization, The Remix Project, located in downtown Toronto, to the toughest favelas in Rio de Janeiro as they test their revolutionary outreach model on some of today's most "unreachable" youth. Remix Project co-founders Gavin and Drex join forces with Sandro, an ex-drug lord turned activist in hopes of constructing a recording studio for disadvantaged youth in the Favela known as "The Enchanted Land" (Tera Encantada). Gavin and crew also bring four of their brightest students along with them to Rio, where HUTUZ, Latin America's largest Hip-Hop festival is in full swing and sets the scene for the Remix kids to test their skills. Most of these youth have never traveled out of downtown Toronto, lending to the culture shock they experience and the perspectives they gain as ever life changing.

As their big Hip-Hop concert approaches, the Remixers decide to enlist the help of some young drummers from a local music outreach program in the notoriously violent neighborhood of Vila Aliança. As rehearsals progress an unexpected bond is formed between these little drummers and the Remixers themselves. It is through these

enthusiastic new friends that the Remix crew discovers the real challenges and brutal violence facing the youth in Rio today.

Director/Producer Ravi Steve says “The young people who founded the Remix Project have grown from a small group of poor kids who wanted to improve their local community centre and in the process have become world leaders in the realm of reaching "at- risk" youth. At the same time, the people behind the Brazilian project Soldiers Never More (also featured in the film), are equally amazing. They work in extremely violent communities to help rescue young people from the drug gangs in a way that no one else can. When I was told the leaders of these two projects were to be working together on a combined project I knew all I needed to do was point a camera at them and a great story would unfold. Luckily, I was right.”

A competitor in numerous recent festivals, REMIX-TO-RIO has been awarded the Best Documentary Award at the 2010 D.I.Y Film Festival in Los Angeles, as well at the 2010 Mississauga Film Festival and was just recently awarded the Commfest 2010 MADA Award, presented to films and filmmakers whose work make a difference. The film has also been an official selection at the 2010 Indie Spirit Film Festival, 2010 Flicks Film Festival, 2010 Viewfinders Film Festival, 2010 Atlanta Documentary Film Festival among others, and was presented as a Special Screening at the 2010 Taipei International Film Festival to very positive acclaim.

With an outstanding score and incredibly talented “cast” of performers, REMIX-TO-RIO is not only entertaining as a musical experience, but the most inspirational story of struggling young people changing lives across the globe, all starting in their own backyard. For more information, to view the trailer and download images, go to www.remixtorio.com.

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For screening copies, interviews or more information, please contact:

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