



Press Release

**“*The Cheer Ambassadors*” Set for Norway Film Fest  
Thai Documentary Chosen for the Norwegian 60°N Os  
International Film Festival**

**11 April, 2012-** The recently Launched Thai Film, “**The Cheer Ambassadors**”, has been chosen to be a part of the Norwegian 60 N° Os International Film Festival, 21 – 28 April, 2012, where it will have its first European screening. The film, directed by Luke Cassady-Dorion and produced by Jason W. Best, was screened for the first time as a part of the 9<sup>th</sup> World Film Festival of Bangkok in January, and is on its way to be rolled out to the rest of Asia.

“The Cheer Ambassadors” is a documentary film that follows the amazing true story of the aspirations of the 2009 Bangkok University Cheerleading Team to compete in the Cheer Union’s (ICU) World’s Championships in Orlando, Florida, USA. The film shows the team’s journey to victory through the eyes of the coach and team members, and captures all their struggles, tears, constant work and friendship right up to the moment of their electrifying performance at the World Championships, where they won second place against over 50 national teams.

This film could potentially not only positively change the fate of Thai cheerleading, but also that of Thai documentaries. “Documentary film making in Thailand is at an exciting turning point, people are starting to look to films like ours as something that can both entertain and educate”, noted Luke Cassady-Dorion, the film’s director. Jason W. Best, the film’s executive producer, who will represent the film at the film festival, stated “This is an opportunity for us to share how a global sport is adapted to Thai culture in a

way that has created a truly amazing success. We look forward to sharing this film with the Thai community in Norway, as well as the rest of Europe.” Luke Cassady-Dorion and Jason W. Best were looking to inspire and produce the film that conveys a message of passion, perseverance and inspiration, overcoming hardships and negativity. They have hugely succeeded.

**For more information contact**

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**About “The Cheer Ambassadors”**

The Cheer Ambassadors chronicles The Thai National Cheerleading Team’s inspiring story of a coach and his team as they travel from the city streets and rice fields in Thailand to the World Championship in Orlando, Florida. The Cheer Ambassadors is a feature-length documentary about an incredible team of athletes in Thailand and their journey: from one man’s dream, to being competitors in the 2009 International Cheer Union’s (ICU) World Cheerleading Championships. The movie focuses on five key team members, the coaches, and the team fortuneteller. It describes their relationships, their drive, and their sacrifices. It follows them on their journey from late night training based on watching YouTube performances of American teams, to competing against some of those same teams on the world stage. This film provides a unique perspective on the power of a dream and what it takes for a team to be champions. For more information, please visit <http://www.thecheerambassadors.com/>

**About 60°N Os International Film Festival**

60°N is being held for the first time in 2012, but it has roots going back more than a decade with the illustrious WT-festival, widely regarded as the most charming film festival in Norway. The festival transcends the darkened auditorium to bring the celebration of film and cinema into the entire community and beyond. The 8 days festivities include industry events, parties, black-tie award ceremony and much more. This year the festival will be held from 21 April – 28 April, 2012. For more information, please visit <http://60n.no/en/>.