

Press Release

“The Cheer Ambassadors” Film Enters Final Phase Of Fundraising

Award Winning Thai film launches Kickstarter campaign to raise funds for post-production and marketing

29 May, 2012 - The Thai film production company, **A Single Production Company**, is excited to announce that its film, **The Cheer Ambassadors**, has entered the final phase of its fundraising drive. After initially funding the film with individual and corporate donations, along with lots of credit cards, the team has turned to Kickstarter to raise funds to pay for post-production and marketing. The team has set a goal of raising \$19,999. Kickstarter is an “all-or-nothing” model; if they don’t reach their goal, all the money is refunded to people who made donations.

“The Cheer Ambassadors” is a documentary film that follows the amazing true story of the Bangkok University Cheerleading Team as they compete in the International Cheer Union’s (ICU) World Championships in Orlando, Florida, USA. The feature-length film is an examination of what it means to be an athlete and the deep bonds of friendship that form when a group of athletes from radically different socioeconomic backgrounds spend years living and training together. The film documents the unique relationship that developed between cheerleaders in the United States and Thailand, with both groups inspiring and idolizing each other. It is an inspirational, moving, underdog story about a team that wins.

“When we started this film, we knew we would eventually utilize Kickstarter’s innovative platform. However it’s only just now that we have had time to launch the campaign. We were lucky to receive some initial donations from

people who believed in the project, and we funded the rest by being extremely frugal in the ways we spent money and used credit cards.”, said Jason W. Best, the film’s executive producer, who is also known for spearheading the campaign to legalize equity and debt-based crowdfund investing.

“The film is basically done; it has been making the rounds in film festivals and recently won Best Documentary at the 60N Os Festival in Norway. However, we still want to complete a Dolby surround-sound mix, do professional color correction, and we need to raise lots of money to fund marketing and advertising”, added Luke Cassady-Dorion, the film’s director.

Thapanont (Tae) Phithakrattanayothin, former assistant coach and the film’s production manager added, “I spent 16 years of my life training with this team and then another one and a half years helping to produce the film, and my biggest fear is that it will only be able to be seen by a few hundred people in festivals. I’m honored that people around the world are moved by our story, and want to make sure that as many people see it as possible. Raising money to pay for marketing will allow this to happen.”.

The production team hopes that this film will raise awareness about the sport of cheerleading, helping to open peoples’ eyes to the hard work and dedication shown by its athletes in overcoming obstacles and reaching their dreams.

The Cheer Ambassadors Kickstarter campaign is live at this link until Saturday July 7th, 2012.

<http://www.kickstarter.com/projects/thecheerambassadors/the-cheer-ambassadors-documentary-film>

For more information contact:

Jason W. Best
A Single Production Company (United States)
Tel +1 415 999 2271 Email: jason.best@gmail.com

Sipreeya Duangdee
Total Quality PR (Thailand) Co., Ltd
Tel. +662 260 5820 ext.114 Fax 02 260 5847 – 8 Email: pink@tqpr.com

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 International Cheer Union's (ICU) World Championship in Orlando, Florida. The feature-length film is an examination of what it means to be an athlete and the deep bonds of friendship that form when a group of athletes from radically different socioeconomic backgrounds spend years living and training together. The film documents the unique relationship that developed between cheerleaders in the United States and Thailand, with both groups inspiring and idolizing each other. It is an inspirational, moving, underdog story about a team that wins. For more information, please visit <http://www.TheCheerAmbassadors.com/>

About Cheerleading

Cheerleading is the fastest growing sport in the world with over 4,000,000 athletes training in more than 100 countries. Via its official governing body, the International Cheer Union (ICU), it was recently granted official sport status by SportAccord, and has formally applied for recognition by the International Olympic Committee (IOC). Cheerleading has been practiced in the USA since 1869 and in Thailand since 1994. While the Thai National Team / Bangkok University is mostly self-taught, it is widely considered to be the most creative team competing today.