



Press Release

Cheer Ambassadors Film Selected For Largest And Most Prestigious Showcase For Asian Media **Momentum continues to build for award-winning inspirational Thai film**

19 February, 2013 - A Single Production Company, with offices in Bangkok and San Francisco, is excited to announce its award-winning film, **“The Cheer Ambassadors”**, will have its North American Premiere at San Francisco CAAMFEST (formerly San Francisco International Asian American Film Festival) on March 15th and 18th, 2013. The film will show in the CinemAsia section along with the newest films from Ann Hui (Hong Kong), Apichatpong Weerasethakul (Thailand), and Sion Sono (Japan). Now in its 30th year, the CAAMFEST is the largest and most prestigious showcase for new Asian and Asian-American media - film, music, and digital media.

“The Cheer Ambassadors” is a documentary film that follows the visionary and zealous coach of Thailand’s National Cheerleading team as he transforms his fun-loving athletes into serious world-class contenders who come from nowhere and surprise everyone by bringing home multiple medals in the 2009 and 2011 ICU (International Cheer Union) World Cheerleading Championships in Orlando, Florida. The film documents the unique relationships that developed between athletes in the United States and Thailand, with each team respecting and idolizing the other. It is an inspiring, emotional story that will have you cheering for the underdog.

Since its January 2012 world premiere, **“The Cheer Ambassadors”** has shown in nine countries on three continents. The film won Best Documentary at the 60°N Os festival in Norway and the Audience Award at the ChopShots Documentary Edge Festival in Jakarta.

Masashi Niwano, CAAMFEST Festival and Exhibitions Director, when asked why he selected **The Cheer Ambassadors** said, **“This is a film with heart and soul, it speaks to people of all ages and races, regardless of if they have**

heard of Cheerleading, Thailand or not. It has tremendous breakout potential, I have high hopes that its inspirational message will reach beyond the festival circuit and touch people across the world. The fact that it's a debut film from a group of self-taught filmmakers is amazing; we look forward to working with them in the future. ”

Luke Cassady-Dorion, the film's director, when told about the invitation to screen at CAAMFEST said, “I'm looking forward to having the North American premiere of our film in a city that was previously my home for eight years, and showing in this top-tier festival with directors I have long studied and admired. In addition to showing our film, we hope to meet with fellow filmmakers from around the world and make corrections to help us produce two new projects about Thailand, a country that has taken me on as an adopted son.”

Jason W. Best, the film's executive producer, and a founding partner in CrowdFund Capital Advisors added, “The cheerleaders lived with the story for so long that they did not see their journey as extraordinary. As a producer who has spent years studying documentary film, I knew this was a rare story with a universal message that would have a positive impact with people around the world. We formed our company with an office in Bangkok dedicated to producing films about people whose stories would otherwise go untold, and an office in San Francisco to help make sure their stories are heard all over the world. At first the team didn't really believe us when we told them what we wanted to do, but then at the world premiere in Bangkok, many came up to me with tears in their eyes, thanking us for our hard work. I can't tell you how much it means to them that people across the world are inspired by their story.”

In addition to success abroad, the film has been exceptionally well received in its native Thailand, where it will be released theatrically at the end of 2013. Tanwarin Sukkhapisit, filmmaker and president of the Thai Film Directors Association, added, “It's exciting to see the quality of work that comes from the right collaboration. The Cheer Ambassadors was made by Americans and Thais working together, and represents a new wave for Thai documentary cinema. This film doesn't just chronicle the greatest victory for a Thai sports team ever; it also gives a unique lesson on Thai culture. That it's their debut film is amazing, they have an exciting future ahead of them.”

As the film heads to San Francisco, the team featured in the film is currently continues its grueling training at home where Bangkok University has recently build them a new state-of-the art training facility. Knowing the impact the film has had on Americans has been a great inspiration to the team and furthered their drive to be cultural ambassadors for their country. “The gold medal that our team brought home in 2010 is the highest honor every won by a Thai team competing internationally. It’s fitting that the documentary film telling their story has gone on to win awards in multiple festivals. We’ve always supported our student athletes on the team, and we’re thrilled that their story will be told at the largest Asian film festival in the world,” added Petch Osathanugrah, Chief Creative Officer, Bangkok University

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 inspirational “The Cheer Ambassadors” follows the visionary and zealous coach of Thailand’s national cheerleading team as he transforms his fun-loving athletes into serious world-class contenders who come from nowhere and surprise everyone by bringing home multiple medals in the 2009 and 2011 ICU (International Cheer Union) World Cheerleading Championships in Orlando, Florida. It won Best Documentary at 60°N Os festival in Norway and Audience Award at ChopShots Documentary Film Festival Southeast Asia in Jakarta, Indonesia.

CAAMFEST screening times are as follows: Friday, March 15, 5:00pm at the New People Cinema and Monday, March 18, 8:30pm at Sundance Kabuki. Advance ticket purchases are highly recommended.

For more information, please visit <http://www.TheCheerAmbassadors.com>

About The CAMMFEST (Formerly San Francisco International Asian American Film Festival - SFIAAFF)

The CAAMFEST is the largest and most prestigious showcase for new Asian and Asian American media - film, music, digital media and food. Started in 1982, it has been running for 30 years and will present over 120 films in 3 Bay Area cities.