



Press Release

“The Cheer Ambassadors” **Wins Award for Best Documentary Award** **First Thai Film To Be Honored By 60N Os Film Festival In Norway**

26 June, 2012- The Thai film production company, **A Single Production Company**, is very pleased to announce that its film, **“The Cheer Ambassadors”**, recently won Best Documentary at the 60N Os Film Festival in Norway. In competition were 70 films from 35 countries, with a total of 12 films in the documentary category.

“The Cheer Ambassadors” is a documentary film that follows the amazing, and totally 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.

“It’s really exciting to see how people around the world are being inspired and moved by our film. People who knew nothing about Thailand or cheerleading came up to me with tears in their eyes and thanked me for making the film”, said Jason W. Best, the film’s executive producer and co-founder of A Single Production Company, who represented the film at the festival.

“One of the reasons I am so drawn to film as a medium was for its ability to communicate a universal message to people around the world. The language

of images speaks to everyone and this award is proof that the people of Norway were as inspired by film as the people of Thailand”, noted Luke Cassady-Dorion, the film’s director and co-founder of A Single Production Company.

Bjørn T. Bøe, the 60N Os Film Festival’s director of programming added, “Thailand and Norway have a long history of positive relations, we were honored to host the first ever Thai film in our festival and very happy that it was chosen for this award. It’s refreshing to see an uplifting documentary about young people doing something positive. We’re both excited for the future of **“The Cheer Ambassadors”** and for the young athletes on the Bangkok University Thai National Cheerleading team.”

“The Cheer Ambassadors” continues to screen around the world, and will next be shown in Bangkok at the Foreign Correspondents Club of Thailand on Thursday, June 28th at 7pm for more information contact 02-652-0580 or <http://www.fccthai.com>.

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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 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 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/>.