



## Press Release

### **Cheer Ambassadors Film Celebrates Successful Festival Run With Bangkok Screening**

**After winning multiple awards, showing in 10 countries, while introducing thousands of people to the good things Thailand has to offer, The Cheer Ambassadors will now screen in Bangkok.**

**04 March, 2014 - A Single Production Company**, with offices in Bangkok and San Francisco, is excited to announce its award-winning film, “**The Cheer Ambassadors**”, will screen at House Rama (RCA) Theater starting on March 13th. The worldwide reception for “**The Cheer Ambassadors**” has been very strong, during its extended festival tour it showed in more than 10 countries on 3 continents, winning Best Documentary at the 60°N Os festival in Norway and the Audience Award at the ChopShots Documentary Film Festival Southeast Asia in Jakarta, Indonesia, while having its North American premiere at CAAMFEST, the largest Asian American Film Festival in the world. Additionally, the filmmakers were honored with an audience with HRH Princess Maha Chakri Sirindhorn, where they had the opportunity to present her with the film.

“**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.

Luke Cassady-Dorion, the film’s director and a long-time Thai resident, who represented the film at festivals across the world, said “I made Thailand my

home because I love it here, and we formed A Single Production Co. Ltd. to make inspirational films that tell about the positive side of Thailand. In the past few years, Thailand's image in the world press hasn't been the most positive, which is why it was so important for us to do an extended international festival run. Countless people came up to me after screenings with tears in their eyes telling me how inspired they felt by these young athletes from Thailand. It meant a lot to me that I could help change the way foreigners look at Thailand, and I'm excited to watch the reception when we finally screen the film at home here in Bangkok."

Thapanont Phithakrattanayothin, the film's producer and a former athlete spoke from his heart when he talked about what this movie meant to him "It's been a really special experience sharing our story with people around the world. It has far exceeded anything I ever expected when executive producer, Jason, and Luke told me they wanted to make the film. After sharing our story with the world, I'm very excited to finally be able to share it with my fellow Thais. Now, more than ever, we need this message of unity, we need to see what amazing things can be accomplished when Thais come together and work as a team."

Sarawut Samniangdee, captain of the Thai National Cheerleading team from Bangkok University talked about how serendipitous the timing of the release is "I have received a lot of thank you emails and Facebook messages from people around the world who watched "**The Cheer Ambassadors**". One question they keep asking is when we're going to compete in USA again, something I'm excited to say we're training for now. It means a lot to me that our story has inspired so many people, every single email message I've received from a fan of the film has helped give me encouragement to keep training and competing."

The Cheer Ambassadors will screen at House RCA, RCA Plaza, 31/8 RCA Rd, RCA Plaza, Bangkapi, Huaykwang, Bangkok, 10320. House can be reached at <http://www.houserama.com/> or 02-641-5177-8. Screenings start at March 13th.

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**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.

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