Dark comedy shot in Southern Alberta and stars Daniel Stern (Home Alone), Sherry Stringfield (E.R.) and James Caan (The Godfather)

March 7, 2002 - (Edmonton, AB) In association with Franchise Pictures, Minds Eye Entertainment' feature film Viva Las Nowhere, is set to screen at Edmonton's Local Heroes International Film Festival on Saturday, March 9 at 9pm at the Garneau Theatre.

"We're pleased to have this wonderful opportunity to screen Viva Las Nowhere in the province where it was produced," says Producer and President of Minds Eye Alberta, Josh Miller. "This is another example of how provincial support through the Alberta Film Development Program is instrumental in assisting local producers in their efforts to attract high profile co-productions to our province."

Filmed in Southern Alberta in the spring of 2000, Viva Las Nowhere stars Daniel Stern (Home Alone), Sherry Stringfield (E.R.), James Caan (The Godfather) and Patricia Richardson (Ulee's Gold) in a wickedly dark comedy set in the middle of the American heartland. The film chronicles the mundane life of a country and western songwriter wannabe (Stern) and the owner of a rundown roadside motel (Richardson) whose lives are turned upside down by a femme fatale lounge singer and her abusive manager (Caan).

Directed by Jason Bloom (Bio-Dome), Viva Las Nowhere earned the Special Jury Prize at the Seattle International Film Festival and was hailed by The Hollywood Reporter as "funny and well executed to rope in audiences in the mood for a country music black comedy".

"Viva Las Nowhere has performed very well on the festival circuit and Local Heroes is a perfect opportunity to screen a homegrown film before an Alberta audience," says Rhonda Baker, Line Producer of Viva Las Nowhere and Vice President of Production at Minds Eye Entertainment.

Executive producers are Elia Samaha, Andrew Stevens and Minds Eye Entertainment' Kevin DeWalt. Producers are Demitri Samaha, Tracee Stanley and Minds Eye Entertainment' Josh Miller.

Established in 1986, Minds Eye Entertainment is a fully integrated production, post-production and distribution entity with offices across Canada. As Western Canada's largest privately held film and television production company, Minds Eye Entertainment has been instrumental in contributing to the country's thriving motion picture industry. Its award-winning feature films, television series, shorts and documentaries have been sold in more than 100 countries. The Company website is www.mindseyepictures.com.

The Local Heroes International Film Festival was created in 1986 as a platform to celebrate unique, independent stories told by passionate people, producing films in Canada and around the globe. For fifteen Edmonton winters, this well-established festival has been the warmest place on the planet as filmmakers share their experiences-- both sweeping and small-- with ever-appreciative audiences. The tradition continues will continue March 8 - 16, 2002. The Edmonton International Film Festival Society [EIFFS], a registered non-profit, will produce the 2002 festival.

Contact:
Lanis Anthony
V.P. Communications and Marketing
Minds Eye Entertainment
(306) 790-1497
Cell: (306) 537-7488
Kerry Fraser
Manager of Publicity
Minds Eye Entertainment
Tel: (306) 790-2117
Cell: (306) 535-0956