



FOR IMMEDIATE RELEASE

MINDS EYE ENTERTAINMENT TO ADAPT MEGA-BLOCKBUSTER BOOK SERIES - AVALON: WEB OF MAGIC FOR BIG SCREEN

September 27, 2012 - Los Angeles,- The award-winning Canadian production company Minds Eye Entertainment has partnered with Red Sky Entertainment and Moving Pictures Media to produce a live-action feature-length film adaptation of fantasy-adventure book series *AVALON: WEB OF MAGIC*.

AVALON: WEB OF MAGIC is a twelve book young adult fantasy series published by Tor/MacMillan Publishing Group that have sold over 2 million copies to date and was recently adapted for eBooks on multiple eReader platforms by Premier Digital Publishing.

Created by Robert Mandell and written by Rachel Roberts, the book series features four seemingly ordinary teenagers faced with extraordinary events happening in the woods behind their town. Fantastical animals, the last of their kind, have arrived looking for help to save their world from an evil sorceress. The teens must bond with these animals and learn to become protectors of magic.

Combining ecological themes with contemporary teens, the action packed series is a fantasy with universal appeal that transcends cultural barriers and serves as a very real call-to-action for emerging generations; a 21st century twist on coming of age and learning who you really are through the most improbable and amazing route imaginable.

Minds Eye Entertainment plans to produce several feature length films based on the book series.

“Though full of intrigue and sorcery, at its heart *AVALON: WEB OF MAGIC* is a story of friendship and compassion,” said Minds Eye Entertainment CEO/producer Kevin Dewalt (*The Tall Man, Faces in the Crowd, Lullaby for Pi*), “ The movies will be aimed squarely for the teen market but the series will garner fans of all ages if my own reaction to the books is any indication.”

Producer Isabella Battiston, from UK based Moving Pictures Media has joined the production team for the development stage to see through its full potential in making *AVALON: WEB OF MAGIC* a film with worldwide reach and appeal to audiences across the pond.

Donald Petrie, director of such acclaimed family films as *Miss Congeniality, Grumpy Old Men* and *Richie Rich*, will direct in a deal negotiated by Petrie’s agent David Gersh (Gersh LA) and Stephen Saltzman (Loeb and Leob) on behalf of the producing partners.

“Donald Petrie has an amazing ability to connect with his audience,” added Dewalt. “And given his success with previous print adaptations we know *AVALON* is in very good hands.”

Robert Mandell (*Ace Ventura: Pet Detective The Series, Galaxy Rangers, Starla*) will write the screenplay.

Development financing partners are Saskfilm, Canadian-based Minds Eye Entertainment and UK-based Moving Pictures Media.

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ABOUT MINDS EYE ENTERTAINMENT

Established in 1986, Minds Eye Entertainment is one of Canada’s most prolific independent production and distribution companies, internally recognized for its commitment to distinctive film and television product and expertise navigation international treaty co-production and financing. Recent credits include: *13EERIE* (Katharine Isabelle, Brendan Fehr), *THE TALL MAN* (Jessica Biel), *FACES IN THE CROWD* (Milla Jovovich, Julian McMahon), *LULLABY FOR PI* (Forest Whitaker, Rupert Friend), Stephen King’s *DOLAN’S CADILLAC* (Christian Slater, Emmanuelle Vaugier) and *WALLED IN* (Mischa Barton). For more information about Minds Eye Entertainment, please visit www.mindseyepictures.com .

ABOUT RED SKY ENTERTAINMENT

Red Sky Entertainment, Inc. with offices in New York City and Los Angeles manages an extensive Intellectual Property catalog. Its business includes book publishing, music, media, and product licensing.

Micky Hyman will be producing for Red Sky.

Web: www.avalonmagic.com

ABOUT MOVING PICTURES MEDIA

Moving Pictures Media is an international motion picture film and television production company, with our head office is based in the United Kingdom. The company has produced a variety of commercially driven programming for domestic and international markets. With a unique approach, they have created original and creative projects such as feature films, powerful documentaries and popular television programs recognized and respected for quality and diversity. For more information visit online: www.movingpictures-media.com

More information on the book series is available online at www.avalonmagic.com.

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