



MICHIGAN
CREATIVE
FILM ALLIANCE

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World premiere of “DOWNRIVER” movie by Michigan Creative Film Alliance debuts on April 25th

DETROIT, Mich. – April 19, 2013 – The Michigan Creative Film Alliance (MiCFA) will premiere its eagerly awaited new movie *Downriver* on April 25th. Doors will open at 6 p.m. at the Detroit Film Theatre (DFT) located at 5200 Woodward Ave. Admission is free and open to the public. The 7:00 p.m. program and screening will be followed by an afterglow at the Historic Scarab Club located at 217 Farnsworth St. Donations of \$7.00 or more will be accepted for admission to the afterglow, featuring DJ Sean Deason.

Downriver is the result of the efforts of over 30 crew members, 164 kickstarter supporters, and numerous Michigan based companies, organizations and businesses. “Without the continuous support of our sponsors, this project would not have been possible,” says producer Tinisha Brugnone, a senior in Wayne State University’s Media Arts and Studies program. “We can’t wait to show our audience all of the hard work and sweat equity we put into this project to make it come to fruition.”

Downriver is a short narrative film, based upon an original screenplay by Brandon M. Verdi, a recipient of the 2012 Hopwood Award in Screenwriting from the University of Michigan. In *Downriver*, a socially awkward 15-year-old, Alex, is forced from his posh suburban lifestyle into life with his estranged older sister in working-class America, following their father’s untimely death. “It’s a comedy,” notes Verdi, “but it’s also a story about loss, anger, grief and family.”

“Production and post-production were intense, but it was worth it,” says *Downriver* director Billy Jackson, a senior Screen Arts and Culture major at U of M. “Downriver is the best project in which I have participated.”

Downriver is the third project of the MiCFA. Last summer, top students and recent graduates from film-related programs at Wayne State University, Michigan State University, and the University of Michigan began production. The budding-filmmakers shared their expertise and dedication to make a high-quality film, employing real-world professional standards and practices. The alliance’s first two productions *Appleville* and *Beauty Queen* also premiered at the DFT to audiences of over 850 enthusiastic film supporters.

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Downriver features Nick Skardarasy, a Screen Arts and Cultures student at the University of Michigan, Jordan Trovillion, a recognized SAG/AFTRA actor, Katie Oliver, Chris Newman and Ethan Knoth, natives of the Downriver area.

About the Michigan Creative Film Alliance

The Michigan Creative Film Alliance is the first creative arts collaboration among Michigan's three top public research universities—Michigan State University, University of Michigan, and Wayne State University. In 2010, these universities launched this historic, innovative collaboration in support of an indigenous film community across the state. The MiCFA provides a unique professional platform for student filmmakers to develop, create and distribute high quality films. For more information about the Michigan Creative Film Alliance, visit <http://mi-cfa.com>

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