

# Press Release



For immediate release: Nottingham, Thursday 1 April, 2010

## **EM Media announces nine new digital media projects with the support of the East Midlands Development Agency (emda).**

**AnDa Union**, Feature documentary, Eye4Films (Northampton), Director Mark Tiley (*Miracle on the Hudson*) Producer Tim Pearce, Eye4Films.

*AnDa Union, a fourteen strong Mongolian throat singing orchestra is the subject of a new documentary - a musical journey celebrating the story of young and vibrant Mongolian musicians as they perform and tour the wild landscape of the inter-Mongolian grasslands, playing their part in keeping the nomadic traditions and culture of Chinese inner-Mongolia alive.*

EM Media invested £50,000 from its EMMI fund, supported by *emda*.

**The Brutal Game**, Feature film development, Made Up North (Derbyshire)  
Writer: Chris Green, Director: David Blair, Cast: Stephen Graham (*This Is England*) Maxine Peake (*Red Riding*) Ian Hart (*Harry Potter and the Philosopher's Stone, A Boy Called Dad*) Nonso Anozie (*Brighton Rock*).

*Danny and Joseph met in a children's home and quickly became best friends - inseparable and dependent on each other for emotional and practical support. Their adult friendship is torn apart when Danny trades Joseph's boxing skills for the price of a van leading to an emotional build up to a fight neither of them wants to take place.*

EM Media invested £20,000 from its EMMI fund, supported by *emda*. EM Media co-financed the development and production of Made Up North's *A Boy Called Dad*, released at UK cinemas on the 30th April 2010.

**GangstaPets**, Facebook application, ZinkyZonk (Nottinghamshire)  
ZinkyZonk directors Steve Ellis and Dave Doak co-founded Free Radical Design, the company behind the BAFTA-nominated hit, *Timesplitters*.

*GangstaPets, combines elements of two highly popular Facebook applications - Mafia Wars and Pet Society - but enhances the level of participation. Players create customised animal characters and form gangs comprised of friends and other invited Facebook users to build up their GangstaPet credentials via a series of tasks and challenges and rule the GangstaPet roost.*

EM Media invested £50,000 from its EMMI fund, supported by *emda*.

**Natural Born Racer**, online game, V1 Championship Ltd (Northamptonshire)

*Development of an online simulator racing game aiming to discover Formula One racing driver talent.*

EM Media invested £2,000 in pre-production development from its EMMI Fund supported by *emda*.

**Oranges and Sunshine**, Feature film, Sixteen Midlands (Derbyshire) Backed by Screen Australia, the South Australian Film Commission, Screen New South Wales, Ingenious, Icon International, BBC, EM Media.

Director Jim Loach, Producer Camilla Bray, Cast: Emily Watson, Hugo Weaving and David Wenham.

*An uplifting retelling of the story of Margaret Humphreys; the Nottinghamshire social worker who uncovered a social scandal; the forced migration of British children residing in children's homes and institutions to Australia, often without their parents knowledge or consent.*

EM Media invested £125,000 from its EMMI fund supported by *emda* and £25,000 in the development with Lottery through the UK Film Council. EM Media previously co-financed Sixteen Midlands' award-winning feature film *Summer*.

**Over the Hill and Under Cover**, TV development, Split Second Films (Northamptonshire). Creator Peter Baynton, Writer Alan Gilbey, Producer Margaret Milner Schmueck

*Over the Hill and Under Cover is an animated children's television series based upon Peter Baynton's award-winning animated short Over the Hill - produced and developed through EM Media's 2007 DV Shorts scheme.*

EM Media invested £5,000 from its EMMI fund supported by *emda*.

**PS, Your Mystery Sender**, documentary short, Ben Wigley/Mark Bushnell Films (Nottingham).

*Nottingham filmmaker Ben Wigley explores the weird and wonderful objects an anonymous fan has been posting to fashion designer Paul Smith for over ten years.*

EM Media invested £6,000 from its EMMI fund supported by *emda*.

**Tyrannosaur**, Feature film, Warp X/Inflammable Films Ltd (Nottingham)

Backed by the UK Film Council, Film4, Screen Yorkshire, Optimum Releasing, EM Media, Madman and Nonstop.

Writer & Director: Paddy Considine. Producer: Diarmid Scrimshaw. Cast: Peter Mullan (*Red Riding, Boy, A*), Olivia Colman (*Hot Fuzz*), Eddie Marsan (*Red Riding, Happy Go Lucky*).

*Tyrannosaur is the story of Joseph, a man plagued by violence and a rage that is driving him to self-destruction. As Joseph's life spirals further into turmoil a chance of redemption appears in the form of Hannah, a Christian charity shop worker. Their relationship develops to reveal that Hannah is hiding a secret of her own that has devastating results on both their lives.*

*The feature film debut from acclaimed actor Paddy Considine develops the story of characters first encountered in his 2008 BAFTA-winning short Dog Altogether (co-financed by EM Media).*

EM Media invested £125,000 from its EMMI fund supported by *emda* and £25,000 in development with Lottery through the UK Film Council.

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**The Weekender**, Feature Film development, Glendale Picture Company (Nottingham)  
Writer & Director: Andrew Haigh (Greek Pete) Producer: Tristan Goligher.

*The Weekender is the story of Glen and Russell's' intended one-night-stand which fuels the start of a deeper relationship neither of them is sure of wanting: being gay is all they think they have in common. An added complication is Glen is about to relocate to the US...*

EM Media invested £44,000 from its EMMI fund supported by *emda* and £10,750 Lottery investment through the UK Film Council.

**EM Media will announce the tenth project supported by emda imminently.**

Investment of over half a million has been approved through EM Media's EMMI fund supported by *emda*. The ten projects will deliver over 90 jobs and will generate an expected £12.8 million economic benefit for the East Midlands region.

The projects add to EM Media's impressive portfolio which now stands at 37 feature films, 75 short films, 15 TV and 15 games and interactive investments to date. Investments from previous years, due to reach the marketplace in 2010 include two films which received their UK premiere at the 2009 Edinburgh Film Festival – *Crying With Laughter* at cinemas 16 April 2010, *A Boy Called Dad* at cinemas 30 April 2010. Nick Whitfield's debut feature *Skeletons* is currently making waves on the festival circuit following sell-out screenings at Rotterdam and SxSW. Samantha Morton's *The Unloved* will be available to buy on DVD in May following a successful Channel Four broadcast last year.

Debbie Williams, Chief Executive EM Media comments:

*"emda's support for the region's media sector came at a crucial time and has built upon the successful foundations already laid. EM Media has an enviable track record of investing in projects that have had a marked impact economically as well as culturally. The East Midlands is a prolific film producing region with quality and innovation as hallmarks. As we enter into an uncertain time for the creative sector we remain committed to raising further finance to continue supporting, developing and showcasing the regions' best creative talent. "*

Emma Corbett, Executive Director of Strategy and Communications, at East Midlands Development Agency (*emda*), said: *"The film and media sector is becoming increasingly important to the East Midlands. During these challenging economic times, it represents a growth area in the regional economy. The many successful film and game projects that EM Media has invested in over the years, with emda's support, demonstrate the region's tremendous strengths, expertise and talents in this arena, and I am confident that these new projects will also prove to be successful. emda wants to see more businesses from this sector flourishing in the East Midlands, and are delighted that the fund has enabled this to happen."*

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## Notes to editors

### About EM Media

EM Media is the Screen Agency for England's East Midlands. EM Media secures finance, nurtures talent, invests in success and stimulates growth and innovation in the Film, Games, TV and Interactive sectors; ensuring East Midlands' digital industries lead and compete globally.

EM Media has financed over 150 distinctive and innovative digital media projects, including the development and production of 37 feature films - 27 from first time directors, leading the creation of a national profile for the East Midlands as a film-led region

Financed productions include: Nick Whitfield's *Skeletons*, Justin Molotnikov's *Crying With Laughter*, Brian Percival's *A Boy Called Dad*, Karl Golden's *Pelican Blood*, Samantha Morton's directorial debut *The Unloved*, Alexis Dos Santos's *Unmade Beds*, Nicolas Winding Refn's *Bronson*, Kenny Glenaan's *Summer*, Duane Hopkins' *Better Things* (Cannes Official Selection 2008), Steven Sheil's *Mum and Dad*, Shane Meadows' award-winning *This Is England*, *Dead Man's Shoes* and Anton Corbijn's award-winning *Control*.

EM Media has co-financed the development and production of games and virtual worlds with European Regional Development finance, including *Space Ark*, *mixm8*, *Beauty Salon*, *Geon: Emotions*, *Bugs of War*, *Manifest*, *Spell Souls* and *Hunter's World*. Visit [www.em-media.org.uk](http://www.em-media.org.uk).

### About emda

East Midlands Development Agency (emda) is one of nine Regional Development Agencies in England, set up in 1999 to bring a regional focus to economic development.

Ten years on, independent evaluation shows emda has:

Had a significant impact on the region's economy.

Generated economic benefits that substantially outweigh its overall costs.

Put back over £9 of economic output (or GVA) into the regional economy for every £1 it spends.

Produced more than £1 billion in economic benefits per year.

A wider impact on people, places and businesses in the East Midlands that cannot be captured by figures alone.

emda is committed to supporting the region through the current downturn and has put in place a range of measures to provide real help during these challenging times.

Over the long term, emda's aim is to deliver the 2006 Regional Economic Strategy (RES) by working in partnership with public, private and voluntary organisations. The RES highlights the themes of productivity, sustainability and equality and sets out key priorities until 2020 to ensure the vision for 'a flourishing region' can be achieved.

For more details visit [www.emda.org.uk/](http://www.emda.org.uk/)

