

## PRESS RELEASE

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FAITH FILMS was launched on 28 March 2016 in East London with key partners being The River Group, acclaimed director and filmmaker Frans Cronjé, and co-producer and director of photography David Ferreira.

The goal of FAITH FILMS is to produce cinematic feature films aimed at main stream cinema goers of all ages that is essentially family friendly. FAITH FILMS further plan to produce documentaries and TV Series aimed at television and digital markets.

The broadcast division of the River Group currently manages satellite and digital distribution channels to nearly 250 million homes worldwide. Based in East London, South Africa, it's flagship channel, FaithAfrica, is broadcast on DSTv 341 as well as GOTv to an estimated 12 million homes. Sister channels include FlowTV (Sky 595 to an estimated 11 million homes across the UK and parts of Europe), ClearTV (Sentech free-to-air distribution), as well as digital distribution via ROKU, AppleTV, AndroidTV and AmazonFire. In addition to these programmes are also streamed live via the Faith Mobile App and the Internet. The launch of Faith Films compliments the company ethos of providing wholesome family entertainment.

Frans Cronjé has produced 4 feature films, two of which he was also the director and three as writer. Previous feature films, including award-winning films *Faith like Potatoes* and *Born to Win*. *Faith like Potatoes* has been seen by more than 330 million people and over 3,3 million DVDs have been sold worldwide and has over 300,000 fans on Facebook. Such is the popularity of these films that the new *Born to Win* trailer has been seen by more than 2 million people since 23 December 2015. *Faith like Potatoes* is distributed by Sony Pictures and *Born to Win* by Lionsgate.

David Ferreira owns a visual effects company and is a published author. He has done work on TV commercials, short films, several VFX intensive AVs, government documentaries, corporate and fitness videos, film trailers and more. In 2014 David signed with General Post and have created visuals for the Disney Channel, Kellogg's, Auto & General, SuperSport, Philips, FedHealth and more.

The first feature film from the stable of FAITH FILMS has the working title of *In Which Jungle Do I Belong?* and filming is scheduled to commence early in May 2016 at Matingwe Lodge in the Waterberg region of Limpopo. It is an inspirational, follow your dreams, funny and fast paced drama adventure movie, with some great music, set in the beautiful African bushveld and in New York. This adventure drama, filled with life lessons and good family values sees actors cast in the principal roles from both South Africa and the United States. While the main theme of the film is "how to find your life purpose," underlying themes focus on nature conservation, parenting lessons and caring for young people. *In Which Jungle Do I Belong?* will also come with excellent study material, similar to the films *War Room*, *Courageous* and *Fireproof*.

The film centres around Louise (Almarie du Preez, *Generations*, *Binnelanders*) who has an exceptional talent as singer and actress. She has just completed a year of Youth Work in New York

and is on a journey to discover her purpose in life. She wants to consider a career as a Broadway actress, but her father (Frans Cronjé), a South African game ranger with conservative values wants her to settle in the African Bushveld, marry his right-hand man Rudolf (Heinz Winckler, winner of the first South African *Pop Idols*) and live nearby. This causes inner turmoil for Louise and tension between father and daughter builds. To make matters worse, a life-and-death situation arises when Louise is kidnapped by game poachers (Eugene Khumbanyiwa who starred in films like *District 9*, *Chappie* and *Death Race*); in the same area where a dangerous lion roams. Supporting roles will be played by Shaullanda Lacombe (she starred in the Disney stage versions of *The Lion King* and *High School Musical*) as Louise's best friend Sheri; Torry Martin (well know American comedian) plays the role of Moose, a friend to Louise and Sheri; Mpho Masienyane will make her debut on the big screen as Lerato, the main chef and singer at the lodge restaurant; Deville Vannik who starred in *Black Sails* will be one of the actors as well as stunt coordinator.

The action sequences will be very energetic and tense, but done so that the age restriction would not exceed PG13. Kevin Richardson is a world famous conservationist and lion wrangler. He will coordinate all the scenes where lions are involved, as well as be the stunt double for "Ranger."

While the film is not a musical, it will feature a great original score and songs. Johan van der Colff (Post City and Master Max) will be the music producer. The score will have a big cinematic sound, with a "Lion King" feel to it. Most of the main cast are professional singers. The final audio mix will be "immersive sound," a first for South African films, allowing the sound in select digital cinemas to be all around the audience (3D), as opposed to only 5.1 surround sound.

## **FURTHER INFORMATION**

Faith Broadcasting Network	myfaithtv.com
The River Group	myriver.com
Frans Cronjé	franscronje.tv
David Ferreira	zechariahfilms.co.za
Johan van der Colff	postcity.tv
	mastermax.co.za

Website	myfaithtv.com/faithfilms [uploading 20 April 2016]
Facebook	facebook.com/FaithFilms
Instagram	Faith_Films
Twitter	Faith_Films

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