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NEW EXTREME FILM DOCUMENTS ANNUAL UNDERGROUND URBAN  
SKATEBOARD RACE

*In "Broadway Bomb," Amateur Skaters Navigate Real-Life Obstacles in  
New York City*

NEW YORK, NY (November XX, 2004) – Redshift Pictures/Planet Brooklyn announce the release of "Broadway Bomb," an extreme film chronicling the competitive journey of 27 skateboarders through the concrete canyons of New York City. The unauthorized and unpredictable 8.5-mile course begins near Columbia University on 110th Street and travels south on Broadway through traffic, construction sites, and crowded crosswalks culminating at Battery Park at the southern tip on Manhattan.

Skateboarding in New York City without getting chased by a cop is challenging enough, but imagine skating full-speed on an unsecured route, with erratic traffic patterns and no protection from pedestrians and potholes, just passionate participants testing their urban street-riding skills in uncontrolled conditions. This race is about more than just being fast, it is about being tenacious and adaptable in the face of an ever-changing city course where a miscalculation can not only cost you the win, it can be disastrous. The only rules that are set-forth are quite simple: no leaving the Broadway route, no hanging-on or being pulled by vehicles and no unveiling of race details if stopped by authorities.

To film and capture such a unique event required a shooting style as unorthodox as the race itself. A guerilla crew stationed cameras on various streets, on motorscooters, on a bicycle and even on the helmet of favored race participant. After 33 minutes and 23 seconds of fierce competition, participants began streaming, skating, and even staggering across the finish line.

By the time all 27 had arrived, the producers had over 10 hours of raw footage, and so began the countless hours of using these images to tell the skaters' story. Energized by the music of renowned DJ/Producer Tim 'Love' Lee and his Tummy Touch Records, the film continued to take shape; the result is the "Broadway Bomb."

The race, organized by the New York Longboarding Association, was publicized to members and amateur boarders via Internet message-boards and word-of-mouth.

**Broadway Bomb's Production Team:**

Nick Catania and Steve Dempsey have worked together since they were both members of the executive board of a community television station in Western New York from 1989-1991. The collaboration was renewed when they crossed paths again working in the TV/Film industry in New York City. Their respective companies specialized in complimentary aspects of the production world, with Nick building experience in all aspects of the production side, while Steve worked mostly in writing and producing promos for cable networks.

Their first formal collaboration occurred when they produced and directed a promotional video for an Electronic Music Festival producer. They continue to seek out creative new projects that embrace both traditional and new media.

**About Redshift Pictures:**

Redshift Pictures specializes in unconventional productions and rigging-intensive shoots. Recent projects include mounting a 35mm camera outside a building's 21<sup>st</sup> floor to film a time-lapse of the erection of Times Square's largest billboard. Another recent production played out like an episode of 'Fear Factor' when interviewee Marilyn Manson was lit by hanging high-powered lighting from the underside of a defunct watertower on the roof of a Manhattan high-rise.

**About Planet Brooklyn:**

Planet Brooklyn is a New York-based production company with a wide-range of experience working with cable networks, movie studios and Fortune 500 companies. In the past few years it has produced promotional videos for top music acts, such as U2 and Usher; blockbuster movies, such as Lord of the Rings: Return of the King; and corporate clients, such as Microsoft and Tommy Hilfiger.