



SYNOPSIS THROW DOWN YOUR HEART follows American banjo virtuoso Béla Fleck on his journey to Africa to explore the little-known African roots of the banjo and record an album. Béla's boundary-breaking musical adventure takes him to Uganda, Tanzania, The Gambia, and Mali, and provides a glimpse of the beauty and complexity of Africa. Using his banjo, Béla transcends barriers of language and culture, finding common ground and forging connections with musicians from very different backgrounds.

PREORDER Oct 6 RELEASE Nov 3

NEW RELEASE: DOCURAMA

BÉLA FLECK: THROW DOWN YOUR HEART

The famed banjo virtuoso embarks on a musical tour of Africa

- In his 30-year career, Fleck has won 11 Grammys and been nominated in more categories than any other musician in Grammy history.
- Winner of the Best Music Documentary Award at SilverDocs and the Audience Award at SXSW, the film will have a limited theatrical release through summer 2009.
- The soundtrack released in March (15K units scanned so far); Fleck will tour with four of the African musicians from the film through the summer and in 2010.
- This musical adventure follows in the footsteps of successful boundary-breaking docs such as *Genghis Blues*.
- Grassroots marketing outreach will target Béla Fleck and world music fans, focusing on promotion in cities where he is touring.
- PR campaign will target music sites and publications, focusing on bluegrass and world music.

PRODUCT INFORMATION

DVD FEATURES: Audio commentary with Béla Fleck and the director; over an hour of deleted scenes and performances

SRP: \$26.95 U.S., \$29.95 CAN

FORMAT: Single

PACKAGING: Standard Amaray

LENGTH: Approx. 97 mins + extras

GENRE: Documentary

YEAR: 2008

NOTES: n/a

LANGUAGE: English

COLOR: Color

WIDESCREEN: Yes

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

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