



SYNOPSIS In *CARMELO'S WAY*, three-time NBA All-Star Carmelo Anthony tells his story beyond the bright lights of the hardwood. Follow Carmelo during the off-season as he gives unprecedented access to his workouts, charity work, and celebrity lifestyle. Find out what it takes to be a world-class athlete as Carmelo trains and prepares for Olympic qualifying and return to Baltimore with Carmelo as he gives back to the community that shaped him into the person he is today. Narrated by Carmelo Anthony through a series of in-depth interviews and on-location footage, and supplemented with commentary from those who know him best—his mother, brother, friends and coaches—*CARMELO'S WAY* is the unfiltered story of Carmelo Anthony—in his own words.

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CARMELO'S WAY

The life of the NBA All-Star in his own words

- A forward for the Denver Nuggets, Anthony is widely regarded as one of the best players in the game; he led Syracuse to the 2003 NCAA National Championship, is a three-time NBA All-Star, and won a bronze medal at the 2004 Olympics and a gold medal at the 2008 Olympics. Anthony is the only player to appear on the cover of all three EA Sports basketball video game franchises (*NCAA March Madness*, *NBA Live* and *NBA Street*).
- Anthony has his own line of Nike Jordan Melo sneakers, with a new style unveiled every year.
- The miniseries premiered on BET J in October 2008.
- DVD release timed to coincide with release of Anthony's latest Nike Jordan sneaker, as well as the start of the NBA season.
- Carmelo was #4 in fan voting in 2010 with over 1.2 M votes and #11 in jersey sales.
- Timed to capitalize on the media buzz surrounding Carmelo as his recent marriage to LaLa Vazquez (*TRL*, *Charm School with Ricki Lake*) and close friendship with LeBron James has been publicized in top online and print publications everywhere. Also timed to coincide with the airing of the VH-1 special *Carmelo and Lala* that follows the wedding of the celebrity couple.
- Grassroots marketing, promotion and PR to target NBA fans, sports and black interest outlets, offering exclusive clips and leveraging access to Anthony while he promotes the start of the season and the unveiling of his newest sneaker.

PRODUCT INFORMATION

DVD FEATURES: Additional footage: The Confident Jumper; Won and Done; Nutrition Mission; The Keys to Success with Steve Hess

SRP: \$19.95 U.S. \$22.95 CAN	LANGUAGE: English
FORMAT: DVD Single	COLOR: Color
PACKAGING: Single Amaray	WIDESCREEN: Yes
LENGTH: Approx. 82 mins + extras	AUDIO FORMAT: Stereo
GENRE: Documentary	UNITS PER CARTON: 30
YEAR: 2008	

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