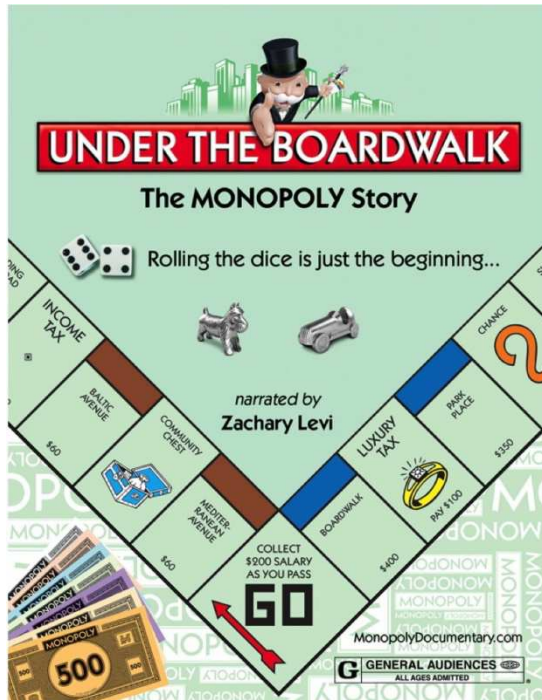


PREORDER **JAN 17** RELEASE **FEB 14**

NEW RELEASE: **DOCURAMA**



\* Artwork not final

**SYNOPSIS** The classic board game that has been played by over a billion people in the last 75 years, MONOPOLY® is a worldwide cultural phenomenon. UNDER THE BOARDWALK: THE MONOPOLY STORY is a feature-length documentary that captures fascinating stories about the game and those who play it, narrated by Zachary Levi (*Chuck*, *Tangled*). Following the colorful players who come together to compete for the title of MONOPOLY World Champion, this engaging film illustrates how the classic board game became a worldwide cultural phenomenon.

# UNDER THE BOARDWALK: THE MONOPOLY STORY

*The fascinating story behind the world's most famous game*

- Successful festival run, including an Audience Award for Best Documentary at the Anaheim International Film Festival, followed by a limited theatrical release
- Delves into the little-known history and impressive scale of Monopoly®:
  - Best-selling board game since its invention 75 years ago
  - An estimated **billion people** have played Monopoly® in **111 countries** worldwide
- **Officially sanctioned by Hasbro**, the film utilizes the iconic Monopoly® board and accessories, including Mr. Monopoly himself, in packaging and promotion.
- Narrated by **Zachary Levi** (star of NBC's *Chuck* and Disney's *Tangled*)
- Marketing and social media outreach to promote with giveaways and Monopoly® meetup competitions, utilizing:
  - Monopoly's global fan base (**5.5MM Facebook fans**; run by film's director)
  - Film's strong Internet presence (10K Facebook fans)

## PRODUCT INFORMATION

**DVD FEATURES:** 2009 World Championship Final Game; "The Methods, Math & Myths of Monopoly"; Narrator Zachary Levi Outtake Reel; Extended Scenes; Interactive Monopoly® quiz

SRP: \$29.95 U.S. \$34.95 CAN  
FORMAT: DVD Single  
PACKAGING: Single Amaray  
LENGTH: 88 mins + extras  
GENRE: Documentary  
YEAR: 2010

LANGUAGE: English  
COLOR: Color  
WIDESCREEN: TK  
AUDIO FORMAT: Stereo  
UNITS PER CARTON: 30

TRAILER: <http://www.youtube.com/watch?v=IA7OYnxnJE>

## COMP TITLES



**THE KING OF KONG**



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\* Please note information is subject to change