



**SYNOPSIS** Filmed over four years, from the dilapidated cement courts of Senegal to upscale American prep schools, ELEVATE documents the extraordinary personal journeys of four particularly tall West African Muslim teenage boys with NBA dreams. Recruited for both their physical and academic skills, Assane, Dethie, Byago and Aziz accept basketball scholarships to schools in the United States and face the daunting challenges of alienation, a foreign language, American-style basketball and an unfamiliar American culture rife with African stereotypes. But with courage, humor and remarkable resilience, they relentlessly pursue their dreams: to obtain an education and a shot at the NBA.

# ELEVATE

Hoop Dreams meets Lost Boys of Sudan in this extraordinary story

- Following screenings at SXSW and the LA Film Festival, theatrical release beginning in Fall 2011.
- Film features **Dallas Mavericks** star and Senegal native **Amadou Fall** as he continues his work with the SEEDS Academy (Sports for Education and Economic Development in Senegal)
- In a similar vein to the critically acclaimed *Hoop Dreams*, ELEVATE follows basketball hopefuls over a tumultuous four years of development.
- Timed to capitalize on buzz leading up to March Madness.
- Grassroots marketing and PR outreach to include:
  - NBA fans (**10.5 MM** Facebook fans, 2.9 MM Twitter followers)
  - Director Anne Buford's brother is GM of the **San Antonio Spurs (840K** Facebook fans), which can be leveraged for promotional support.
  - Dallas Mavericks fans (**1.4MM** Facebook fans)
  - other basketball organizations and publications (*Dime*, *Slam*, *InsideHoops.com*)
  - Related organizations such as SEEDS Academy

## PRODUCT INFORMATION

DVD FEATURES: TK

SRP: \$29.95 U.S. \$34.95 CAN  
 FORMAT: DVD Single  
 PACKAGING: Single Amaray  
 LENGTH: Approx. 81 mins + extras  
 GENRE: Documentary  
 YEAR: 2010

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

CLIP: <http://vimeo.com/20921909>

## COMP TITLES



HOOP DREAMS



LOST BOYS OF SUDAN