



## **FOR IMMEDIATE RELEASE**

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## **PIONEERING LGBTQ YOUTH MOVIE "TRU LOVED" TO ROLL OUT U.S. THEATRICAL RELEASE STARTING OCTOBER 17<sup>th</sup>, 2008**

***Premiere Held In Los Angeles on October 11<sup>th</sup>, National Coming Out Day***

LOS ANGELES – October 2008 – [Regent Releasing](http://www.regentreleasing.com), sister company to [here! Films](http://www.herefilms.com), is set to roll out the national release of "Tru Loved," the groundbreaking family/teen-friendly LGBTQ film, beginning October 17<sup>th</sup> in New York City and Chicago.

Produced by BrownBag Productions, "Tru Loved" stars Najarra Townsend ("Me And You And Everyone We Know"), Jake Abel ("Flash of Genius"), Alec Mapa ("Ugly Betty"), Bruce Vilanch ("Hairspray"), Nichelle Nichols ("Heroes"), Jasmine Guy ("A Different World"). Alexandra Paul ("Baywatch"), Cynda Williams ("Tales of the City"), Matthew Thompson ("Drake and Josh") and Jane Lynch ("The 40 Year Old Virgin").

Written and directed by Stewart Wade ("Coffee Date"), "Tru Loved" tells the story of Tru (Townsend), a sixteen year old uprooted by her lesbian moms from her gay-friendly home in San Francisco and moved to a conservative community in Southern California. Tru's only friend is a closeted football player (Thompson), and that friendship is jeopardized when she starts the school's first Gay-Straight Alliance.

Following New York City and Chicago on October 17<sup>th</sup>, the film will then open on October 24<sup>th</sup> in Los Angeles, Long Beach, Seattle, Santa Ana and Pasadena, and October 31<sup>st</sup> in San Francisco and Berkley, with more cities to follow.

"We are honored to bring Stewart Wade's accomplished and transformative second feature to U.S. audiences," said Mark Reinhart, West Coast General Manager and Executive Vice President Distribution and Acquisitions, Regent. "Tru Loved' falls squarely into our company mission by providing entertainment that fosters change and creates understanding around important real-life issues facing LGBTQ youth and their families."

The film's producer, Antonio Brown of BrownBag Productions, along with Eric Borsum, the film's Executive in Charge of Social Partnerships, formed early alliances with numerous organizations, including Parents, Families and Friends of Lesbians and Gays (PFLAG); the Gay-Straight Alliance Network (GSA Network); the ACLU of Southern California, COLAGE (Children of

Lesbians and Gays Everywhere) and many others; the support of these groups has been vital to early positive word-of-mouth on the film, and all will be on hand at the premiere of the film.

“Seeing positive, healthy images of LGBT people and their families is critical in transforming hearts and minds,” said PFLAG Executive Director Jody M. Huckaby, “‘Tru Loved’ does this perfectly and shows how, alongside our straight allies, we all can create real change.”

Producer Brown echoes Huckaby’s sentiments. “We’ve been fortunate to work with strong organizations like PFLAG, the ACLU and GSA Network since the beginning of the process of making this film. As the face of family changes around the world, it’s critical that popular entertainment mirrors these changes accurately. BrownBag Productions is thrilled to be working with Regent Releasing and here! Films to stay at the forefront of these changes.”

In addition to its theatrical release, the film had its red-carpet premiere in Los Angeles on National Coming Out Day, Saturday, October 11<sup>th</sup>, at the Showcase Theatre in Hollywood.

#### **About here! Films**

**here! Films** is the theatrical distribution and worldwide sales division of **here!, America’s premium gay television network**, established in 2002 by Regent Entertainment co-founders Paul Colichman and Stephen P. Jarchow. **here! Films’** North American theatrical distribution is handled by its sister company, Regent Releasing. For more information, please visit [www.heretv.com](http://www.heretv.com).

#### **About Regent Releasing**

**Regent Releasing** was founded by acclaimed film producers Paul Colichman and Stephen P. Jarchow as a division of Los Angeles-based Regent Entertainment, a 21<sup>st</sup> century independent, multi-platformed studio which utilizes its affiliates, including **Regent Studios, Regent Releasing, here! Networks** and **Gaywired Media**, to finance, produce and distribute award-winning and profitable theatrical and television content. For more information, please visit <http://www.regentreleasing.com>

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