



FOR IMMEDIATE RELEASE

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“Chasing October: A Fan’s Crusade” Opens Tuesday, March 13th, With Charity Screening To Benefit Derrek Lee’s Project 3000

NEW YORK, NY – Mar. 12, 2007 – “Chasing October” is filmmaker Matt Liston’s docu-comedy that chronicles his crusade to take the Chicago Cubs to the World Series “by any means necessary.” Director Liston quit his job and decided that, by making a documentary about the team during the 2003 season, he could single-handedly will them to a post-season. The film is a hilarious must-see that is sure to bring joy to all Cubs fans.

An Emerging Pictures release, “Chasing October” features appearances by such celebrities as Bernie Mac, Gary Sinise, Joe Mantegna, Jeff Garlin, and Larry King. It also includes songs by Chicago musicians Billy Corgan and Sunday Morning Chameleon as well as the distinguished voice of Chicago news legend Bill Kurtis.

“Chasing October” opens on Friday, March 16th, exclusively at the Harkins Camelview Theater in Scottsdale, Arizona. The film will also debut in Chicago theaters beginning Friday, March 23rd.

On Tuesday, March 13th, Emerging Pictures and October Entertainment will be holding a special charity screening to benefit Derrek Lee’s Project 3000. Project 3000 is a foundation to fight Leber's Congenital Amaurosis (LCA), an inherited form of blindness, and is designed to provide state of the art genetic testing for every man, woman and child who has LCA.

Filmmaker Matt Liston and Cubs star Derrek Lee, along with fellow Cub team members, will be in attendance at the free movie screening. Donations to the charity are suggested, and an after-party will follow at the Upper Deck Sports Bar. A portion of all proceeds from food and drink purchases at the reception, as well as a percentage of all proceeds from the theatrical release of “Chasing October,” will be donated to Project 3000.

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An additional charity screening to benefit Project 3000 will be held in Chicago, Illinois, on Monday, March 19th, at the historic Music Box Theatre. An after-party will follow at Murphy's Bleachers.

Filmmaker Matt Liston and Cubs star Derrek Lee are currently in Scottsdale and are available for interviews. For interview requests and press materials, contact Vincent Nebrida at 212-245-6767 or via e-mail: vincent@emergingpictures.com.

ABOUT PROJECT 3000

Chicago Cubs star Derrek Lee and Boston Celtics CEO and co-owner Wyc Grousbeck have combined their talents to eradicate Leber's Congenital Amaurosis (LCA), a blinding disease that has touched both of their families. They have named their mission "Project 3000" because a central part of their plan is to offer genetic testing to each of the estimated 3,000 people in the United States affected by LCA. Never before has such an aggressive effort been made to identify and connect every person in the United States with LCA. For affected families who lack health insurance, philanthropic donations will be used to reduce the cost of testing.

Project 3000's five goals are: 1) to provide hope for families affected with LCA, 2) to provide accurate information to the families of newly diagnosed patients, 3) to find the remaining genes responsible for LCA, 4) to find cures by identifying as many patients as possible, so that clinical trials will never be slowed for lack of sufficient patients, and 5) to make genetic testing the standard of care for LCA demonstrating the value of such testing to doctors and insurance companies across the country.

Contributions to Project 3000 will help reach these goals and make a difference in the lives of the families affected by LCA. For more information, contact Heather Scherber at 916-212-0312 or via email: hscherber@hotmail.com. More information is available online at: <http://www.carverlab.org/project3000/>.

SCREENING DETAILS

Date – Tuesday, March 13th

Event – Emerging Pictures and October Entertainment are proud to present a charity screening of "Chasing October" to benefit Cubs star Derrek Lee's Project 3000.

Location – Harkins Camelview Theater (<http://www.harkinstheatres.com/>)

7001 East Highland Ave

Scottsdale, AZ 85251

480-947-8778

Showtime – 8:00 PM

Seating – Limited Seating. First come; first serve.

Admission – \$10 donation to Project 3000 is encouraged

Post-Party – Upper Deck Sports Bar (<http://www.upperdecksportsgrill.com/>)

4224 N. Craftsman Court

Scottsdale, AZ 85251

480-941-9333

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Date – Friday, March 16th

Event – “Chasing October” opens exclusively at Harkins Camelview Theater

Location – Harkins Camelview Theater (<http://www.harkinstheatres.com/>)

7001 East Highland Ave

Scottsdale, AZ 85251

480-947-8778

Showtimes, Seating, Admission – Please visit <http://www.harkinstheatres.com/>

Date – Monday, March 19th

Event – Emerging Pictures and October Entertainment are proud to present a charity screening of “Chasing October” to benefit Cubs star Derrek Lee’s Project 3000.

Location – Music Box Theatre (<http://www.musicboxtheatre.com/>)

3733 N. Southport Ave.

Chicago, IL 60613

773-871-6607

Showtime – 8:00 PM

Seating – Limited Seating. First come; first serve.

Admission – \$10 donation to Project 3000 is encouraged

Post-Party – Murphy’s Bleachers (<http://www.murphysbleachers.com/>)

3655 N. Southport Ave.

Chicago, IL 60613

773-281-5356

Date – Friday, March 23rd

Event – “Chasing October” opens in theaters around Chicago

Location – Downtown and suburban theaters to be announced on March 19th

ABOUT EMERGING PICTURES

Emerging Pictures was founded in 2002 by Barry Rebo, Giovanni Cozzi, and Ira Deutchman to create a new theatrical distribution network for independent, international and documentary films through the use of digital technology. Emerging has grown into a distribution, marketing, and exhibition company. Through their network of theaters, Emerging Cinemas brings first-run art-house cinema to cities and communities that would otherwise not usually have access to such films. Additionally, Emerging Cinemas continues to build on its programs that syndicate specially curated film festivals around the country. These festivals are curated by some of the most prestigious film organizations including the Full Frame Documentary Film Festival, the Latinbeat Film Festival with the Film Society of Lincoln Center, and the indieWIRE Undiscovered Gems Festival. More information is available online at: <http://www.emergingpictures.com/>.

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