

THE 2009 REEL ROCK FILM TOUR

The fourth annual [REEL ROCK Film Tour](#), launching in September 2009, delivers the year's most exciting climbing and adventure films to audiences in over 100 cities around the world. REEL ROCK shows are festive events where climbers and outdoors lovers gather to celebrate their passion for adventure.

In 2008, REEL ROCK drew over 20,000 audience members, raised over \$10,000 for non-profits, partnered with more than 100 local and national retailers, university outing clubs and climbing gyms, and won lavish media coverage and critical praise.

REEL ROCK 2009 features the world premiere of **Progression** - the latest release from the award-winning filmmakers at [Big UP Productions](#) - plus a brand new adventure footage from the cutting-edge producers at [Sender Films](#), gear giveaways, appearances by top climbers, and fundraising for local and national non-profit organizations.

Aspiring producers are encouraged to submit their best two-minute films to The 2009 REEL ROCK Filmmaking Competition. Entries will be posted online for public voting, and two winners will rake in hefty prize packages featuring gear from RR sponsors, and see their films on the big screen as part of the REEL ROCK 09 Tour.

THE RR09 PROGRAM: approx. running time 93 minutes

First Half - Introduction & Shorts:

- **REEL ROCK Intro** **3**
minutes Introduction montage with thanks to national sponsors
- **REEL ROCK Filmmaking Competition Winners**
5 minutes
The winning 2-minute films in two categories: action/drama, and humor/spoof. Entry info available at [REEL ROCK website](#)
- **Adventure Film from Sender Films**
35 minutes
Sender Films unveils its new National Geographic series, 'First Ascent', the first-ever series dedicated to climbing and related outdoor pursuits. From Patagonia to Yosemite to Tibet, Sender Films is traveling the globe filming the world's top climbers in their quest for new, unexplored lines.

Intermission:

- May include gear giveaways, fundraising for non-profits, tabling, and contests

Second Half - Featured Film:

- **Progression
minutes**

50

Big UP Productions' latest film tells the story of the world's best climbers and their efforts to advance the sport in all its forms. Chris Sharma climbs the world's hardest sport route, Jumbo Love. Kevin Jorgeson pushes bouldering to dangerous new heights on Ambrosia. Patxi Usobiaga and Johanna Ernst train like Olympians for the World Cup competitions. Tommy Caldwell ups the ante on Yosemite's big walls, and much more.

TOUR SPONSORS

The 2009 REEL ROCK Film Tour national sponsors are Windstopper, The North Face, Osprey Packs, Petzl, Urban Climber, and Climbing Magazine. We welcome and encourage local sponsorship (university outing clubs, outdoor retailers, gyms, restaurants, newspapers etc...) for each event to foster community participation and to help create buzz.

MORE INFORMATION

For more information about the filmmaking competition and The REEL ROCK Film Tour, please visit www.reelrocktour.com, or email joss@reelrocktour.com. We look forward to booking your 2009 REEL ROCK Film Tour event.