



Well, here we are with our second newsletter about The Spell and it's adventures in the big wide world! Since the last newsletter there have been some ups and some downs but the good news is that, at the end of it all, we have finished on the up side.

Having had positive responses from three cinema chains, two of them, in the end, decided that although they liked the film enough to show it, they weren't convinced about our ability to deliver a big enough audience. They're wrong about that, but it's understandable that they took that view. After all, we have no marketing budget to speak of, well certainly not the hundreds of thousands of pounds which is expected if you want a wide release, but what we do have is a will to make it work and people should not underestimate the power of the human will.

The final (we think!) position is that, following its World Premiere in Leeds on Thursday, 1st October, Vue Cinemas will be showing the film at their cinema in The Light in Leeds for a week from Friday 2nd October (to their credit, they never said they would do more than that).

In addition to that, we can now confirm that the film will be shown in London by a West End cinema each evening for a week and, lastly, we are expecting to hear in the next week or so whether or not a bunch of independent cinemas will be showing the film but more on this in the next newsletter.

Although we're a bit disappointed at the change of heart by the two cinema chains, well more than a bit disappointed actually, the fact of the matter is that to get a cinema release at all for a small independent British film is a huge achievement so let's not minimise that! And to have both the Vue cinema in Leeds and the Prince Charles Cinema in London's West End (see below) showing the film for a week is brilliant!

Gala Screening in London's West End

After its world premiere in Leeds on Thursday 1st October, The Spell will be having a Gala Screening and Q&A at the prestigious Prince Charles Cinema in London's West End on Friday 2nd October. The film will then be shown every evening for a week at the cinema giving Londoners ample opportunity to see the best film of the year!



Reviews of The Spell

We have been working hard on getting publicity for The Spell ahead of its theatrical release at the beginning of October and, to date, we have been told that reviews will be published in Screen International, Sight & Sound and Filmstar Magazine. In addition, we understand that Heat magazine are considering reviewing the film and we are also considering taking a full page advertisement to accompany a full page review in GoreZone Magazine which has a very large circulation. GoreZone contacted us following the BBFC placing The Spell in the Horror genre when it gave the film its 15 certificate.

In addition, we are expecting to be included in one of the Film Distributors Association Press Days which will enable mainstream press to see The Spell before it is released. This should result in most if not all of the main newspapers printing reviews of the film.

So, all we have to do, is hope there are a few sentences in there which we can use to promote the film!

If you would like to get this newsletter regularly by email, please send an email to: owen@careyfilms.com and we'll add you to the list.

In the Next Issue

In the next issue we will bring you more news about what's happening with The Spell including more information about where you will be able to read reviews and where you will be able to see it on the BIG SCREEN!

Where Can I See It!

OK, we know you want to know where you can see The Spell so we thought we ought to tell you. The only problem is we haven't been told ourselves yet!

Apart from The Light in Leeds and the Prince Charles Cinema in London's West End (see below), both of which are confirmed, we don't know yet where else you will be able to see the film but as soon as we know, we'll let you know. And then it's up to you.

You can make The Spell a success and you can do this by getting a bunch of your mates together and making a big night out of it.

Closing Song on YouTube

The closing song from The Spell, called "Moving On" has been uploaded to YouTube as a video featuring images of Fliss, the singer, and Alan, the composer. You'll be glad to know that there are no images of the person who wrote the lyrics! Please go and have a look and give it 5 stars - here's the link:

http://www.youtube.com/watch?v=hNXOvHDz_GQ

We're delighted to tell you that the trailer for The Spell has so far received over 1,000 hits since it was uploaded - let's see if Moving On can achieve the same success.

