



**E1 Entertainment, 5 for Fighting and Frantic Films
Announce Start of Production on CBC Original Television Mini-Series
*KEEP YOUR HEAD UP KID: THE DON CHERRY STORY***

**- Written by Tim Cherry-
-Directed by Jeff Woolnough-**

Winnipeg MB (May 19, 2009) -- E1 Entertainment, 5 for Fighting and Frantic Films in association with CBC Television announce that principal photography is underway on the original Canadian bio-pic, *Keep Your Head Up Kid: The Don Cherry Story*.

This four-hour mini-series being made for broadcast on CBC, chronicles the life of one of Canada's most prominent hockey personalities and top sportscaster. It will be shot on location in Winnipeg and throughout Manitoba for eight weeks beginning May 20th.

Keep Your Head Up Kid: The Don Cherry Story stars **Jared Keeso** (*I Love You, Beth Cooper; The Guard; Monster Warriors*) as Don Cherry, and **Sarah Manninen** (*The Line; Naked Josh; Never Forget*) as Rose Cherry. The script is written by **Tim Cherry**, Don Cherry's son, who is also Executive Producer on the project along with Laszlo Barna, Jamie Brown and Wayne Thompson. Producers are Wayne Thompson, Terry Gould and Shawn Watson and Co-Producer is Dennis Heaton. **Jeff Woolnough** (*CSI; Battlestar Galactica; Bones; Céline*) is directing.

ABOUT THE STORY:

Don Cherry was voted 7th among CBC's Greatest Canadians and considered one of the most influential people in hockey by the publication *Hockey News*. Most Canadians know Don Cherry through the cult-like following of his seven-minute rant on CBC's *Hockey Night in Canada's Coach's Corner*.

Don grew up in the small town of Kingston, Ontario to blue collar parents. Passionate for hockey, he dropped out of high school to pursue a hockey career. Don's playing career as a defenseman lasted 20 years in the professional minor leagues with one game in the NHL. He went on to win the Calder Cup four times and once as Captain of the Rochester Americans. But when he felt the coach had stopped returning his calls, Don realized his career as a hockey player was nearing an end.

An offer to coach a high school hockey team reinstated his love for the game, led to his comeback as a player, and eventually, his first full-time coaching job. Soon his AHL team's success started turning heads and garnering scores of media attention. It wasn't long before the NHL came calling...

.../more

ABOUT THE PRODUCTION:

In order to cover the extensive hockey action in the mini-series, two different arenas will be used for hockey scenes: Keystone Centre in Brandon will 'double' for NHL play; while Selkirk Recreation Complex will be used for AHL action.

Although shooting has yet to begin, the cities of Selkirk and Brandon have already shown exemplary welcome, support and assistance to the production team.

ABOUT E1 ENTERTAINMENT:

E1 Entertainment (AIM: ETO) is a leading independent entertainment content owner that acquires film, television and music rights and exploits these rights in all media in more than 190 countries. The company currently operates in Canada, the U.S., the UK, Holland and Belgium through its four primary businesses units: E1 Television, E1 Films, E1 Music and E1 Distribution. These businesses collectively represent E1's extensive expertise in film distribution, television and music production/distribution, Kids content, Licensing and Distribution. E1 Entertainment is the largest distributor of entertainment content on the Canadian market. Since the acquisition of Seville Entertainment in 2007, E1 has held a leading position in the market for theatrical releases in Canada via E1 Entertainment Canada and Seville Pictures in Quebec, and International Sales via E1 Films International. E1's content library includes more than 3,700 feature films, 2,700 hours of original television programming and 15,000 music tracks.

ABOUT FRANTIC FILMS:

Since its inception, Frantic Films' Live Action Division has had a reputation for creating outstanding programming for a global audience. In addition to its success in Canada and the US, Frantic's award-winning series, features and documentaries have been sold to more than 180 countries worldwide. From the Gemini Award-winning lifestyle series *Til Debt Do Us Part* to the extreme science series *Guinea Pig* (Discovery Channel), Frantic continues to produce high-quality, innovative factual, entertainment, documentary and lifestyle programs. Frantic has also expanded its production to scripted projects including MOWs (*Zeyda and the Hitman* (CTV) and feature films (*Lucid* – Best First Feature, Toronto Film Festival Audience-Favorite Award - Vancouver Film Festival). In the past year Frantic has developed several dramatic projects for Showcase, Space and CBC and has plans to further expand its dramatic roster. Frantic currently has a number of projects in funded development with Canada's top networks and specialty channels and is developing more new programming in all genres to continue its track record of significant growth.

-- 30 --

MEDIA CONTACTS:

Beth Sulman, Holmes Creative Communications
416-628-5602 / bsulman@hccink.com

RoseAnna Schick, RAS Creative
204-783-7600 / rascreative@yahoo.ca