

Rockers – 25th Anniversary Edition

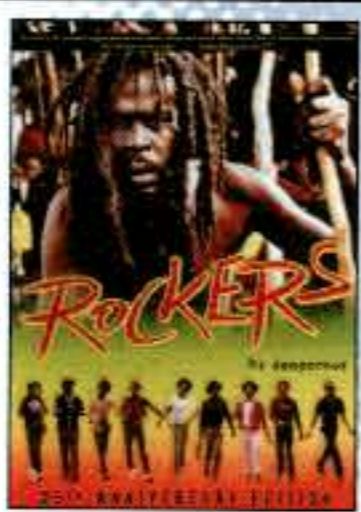
MUSIC

Starring: Leroy 'Horsemouth' Wallace, Peter Tosh, Jacob Miller, Gregory Isaacs, Burning Spear

Director: Ted Bafaloukos

Wienerworld – July 25 – 110 mins
DVD: £12.25

Marketing: PR campaign



re-mastered digital transfer as well as a wealth of extras including a fascinating director's commentary from Ted Bafaloukos in addition to a nicely-produced 16-page full colour brochure while fans will have fun with the interactive Rasta patois glossary.

The movie remains totally cool, catching the reggae wave at its height. The meandering story doesn't really matter very much, since it is just a device on which to hang as many excellent reggae songs and cameos as possible, but for what it's worth Leroy 'Horsemouth' Wallace is an up-country drummer with an ambition to forge his career in the cut-throat music business of Kingston. On the way much ganja is smoked and he encounters a roll-call of all the very best artists of the time who contribute to one of the finest soundtracks ever assembled.

Along with *The Harder They Come*, and the mystical *Countryman*, *Rockers* is one of the great reggae films to come out of Jamaica in the mid to late '70s. Wienerworld is marking the 25th anniversary of its UK release featuring a newly

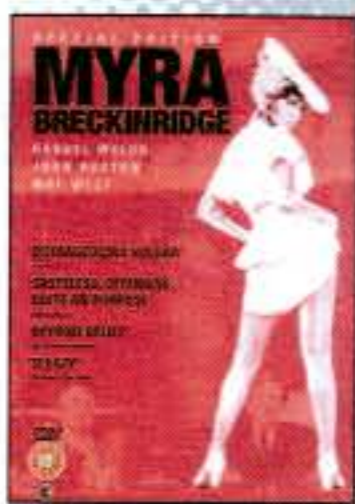
Myra Breckinridge

FILM

Starring: Raquel Welch, John Huston, Mae West
Director: Michael Sarne

Second Sight
August 15
90 mins – 18
DVD: £13.61

Marketing: advertising in *Empire*, *Total Film* and *Sight & Sound*, reviews in all media including national press, film and DVD press, *Bizarre*, *Dazed* and *Confused*, *Gay Times* and *Time Out London*



public and eventually even the studio, Myra Breckinridge has been called everything from "outrageously vulgar" (used on the sleeve) by *The Times* to "About As Funny As A Child Molester" by *Time* (not used on the sleeve).

Starring Raquel Welch in the lead role as a post-op transsexual on a mission to bring about "the destruction of the American male in all its particulars" Myra Breckinridge is a surreal, outrageous and colourful cult comedy that is very much down to personal taste as the vastly differing audio commentaries by director Michael Sarne and Welch attest.

Adapted from Gore Vidal's satirical novel, the film is certainly sexy and outrageous enough to attract fans. As to whether it's actually any good, well when did that stop a film developing cult status and legions of inquisitive eyes?

Live Aid 20 Years Ago Today

MUSIC

Warner
July 4 – 52 mins
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DVD: £6.80

Marketing: TV campaign, press advertising, outdoor

nationwide 48 and six sheet campaign, co-promotions with Geldof in Africa book, ad in *Live8* programme, marketing around Hyde Park this weekend, PR campaign



this edited highlights package available for a limited time only. As the name suggests, on the 20th Anniversary of the event organised by Bob Geldof, *Live Aid 20 Years Ago Today* highlights the unprecedented line-up of stars who came together in London and Philadelphia to raise money for the world's poor. Capturing memorable performances from 'The Biggest Rock Event In History', as the media portrayed it, including the likes of Queen, David Bowie, U2 and Madonna, this 52 minute DVD draws together the event in a more digestible way for those who don't want to sit through the full 10 hours, while capturing the spirit and passion of those performing. For this truly momentous occasion, *20 Years Ago Today* is an excellent snapshot of one of the greatest cultural events of the 20th Century.

Salem's Lot – The Mini Series

Chilling adaptation of the Stephen King classic

TELEVISION

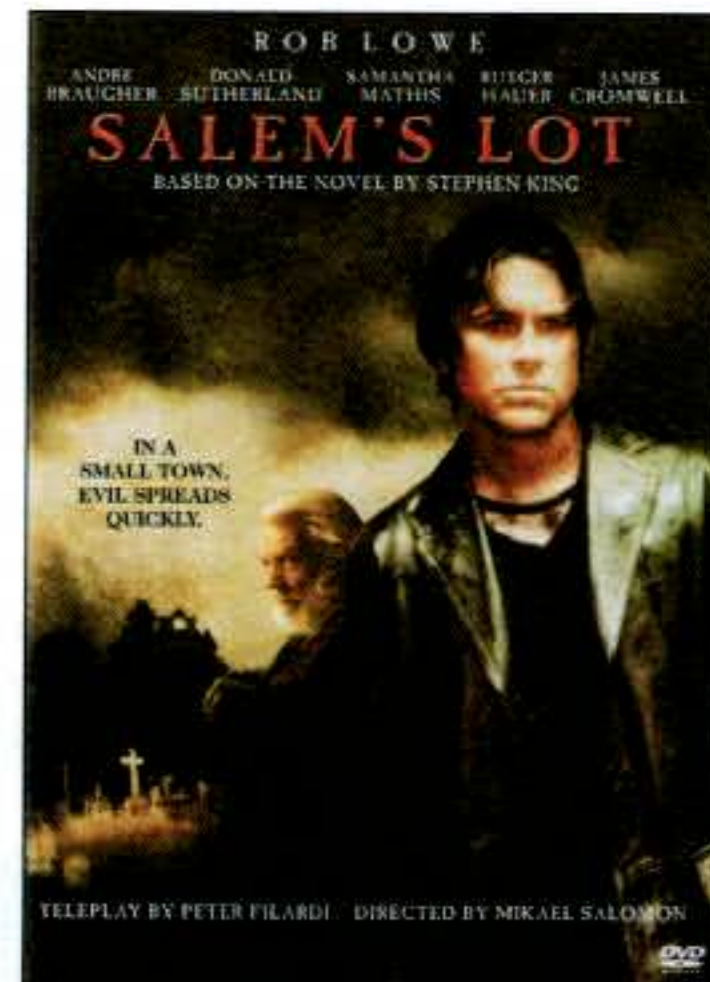
Starring: Rob Lowe, Donald Sutherland
Director: Mikael Salomon

Warner
July 11 – 174 mins – 15
DVD: £10.89

Marketing: PR campaign

Stephen King's chilling vampire tale *Salem's Lot*, easily one of his best books, was turned into a TV movie before back in 1979 starring a post-Hutch David Soul and directed by Tobe Hooper, of *The Texas Chainsaw Massacre* fame. Although Hooper's version was more than a decent adaptation, the movie doesn't hold up quite so well 26 years later, which probably explains this second adaptation, this time starring Rob Lowe. He plays author Ben Mears, who returns to his old hometown Jerusalem's Lot only to find strange things are occurring that somehow appear to be linked to the arrival of two new residents, played by Donald Sutherland and Rutger Hauer.

The real surprise here is just how good the mini-series is. Not only is it



more faithful to the book, but, filmed in Australia, it has a dark and brooding look adding to suspenseful feel. Not only this, but it's genuinely chilling at times (and let's face it vampire children are always creepy). The cast is top-notch too, with Lowe effectively angst-ridden as Mears, while solid support comes from the likes of James Cromwell and Samantha Mathis. Recently aired on the Sci-Fi Channel, King's fans will be more than keen to take a look.

Pooh's Heffalump Movie

CHILDREN'S

Buena Vista
July 11
68 minutes
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DVD:
£13.61/£10.89

Marketing: BVHE is sponsoring

Channel 5's *Milkshake* through July to target kids aged 2-5 and their mums. A TV ad campaign across terrestrial and satellite channels will run, timed to ensure strong week one sales. A print-based PR campaign will hit national and regional newspapers plus top mums and kids publications and online media during week one. Gift packs will contain the DVD and a plush. A major event is planned to promote the release to key consumer media. POS includes FSDUs, standees, posters, banners and counter packs.

Disney's Pooh adaptations are always sure fire winners, and *The Heffalump Movie* is no exception. Early one morning,



Pooh's Heffalump Movie: delightful

all the occupants of the Hundred Acre Wood awake to a strange and disturbing sound. Later, the discovery of giant footprints can mean only one thing – a Heffalump is on the loose.

Little Roo is keen to go on the 'expedition', but is told he is too small.

He sets off alone and soon encounters the Heffalump, who is as scared of Roo's friends as they are of him. How can he reconcile the two warring parties?

Funny, warm and charmingly animated, with all the characters – Pooh, Eeyore, Kanga and Roo, Tigger and Piglet on top form, parents and children alike will be delighted. Songs add to, but never slow the action. This would sell itself, but Disney's marketing campaign (see above) takes no prisoners. A delightful summer hit.

Just ahead of the Live 8 gigs and after the hugely successful Live Aid DVD comes