



News and Features

Screenvision, Hannover House partner on 'Racing Dreams' release

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Leading cinema-advertising company Screenvision has partnered with Hannover House, the entertainment distribution division of Target Development Group, to support the May 21 theatrical release of *Racing Dreams*. Marshall Curry's award-winning documentary looks into the lives of two boys and a girl who dream of one day racing in NASCAR.

Screenvision will help Hannover House expand the film's distribution by making it available to its exhibitor partners through the Screenvision digital in-theatre network. Additionally, Screenvision will offer marketing support for the film through its pre-show programming and other in-theatre assets. *Racing Dreams* marks the second time that Screenvision has been involved in a film's theatrical release and the initiative serves as a further extension of the partnership between Screenvision and NASCAR.

Screenvision will digitally distribute the film to theatres owned by Rave Motion Pictures and Malco Theatres in Tennessee, Arkansas, Michigan, Texas, Alabama and Florida. Wider distribution is planned subsequently.

Darryl Schaffer, Screenvision executive VP, exhibitor relations, said, "We are excited to partner with Hannover House to release *Racing Dreams* and believe our extensive digital network will allow the film to be delivered to more theatre locations in a cost-effective way."

Racing Dreams focuses on the World Karting Association's National Series, widely considered the Little League for professional racing. The film won the Best Documentary Award at the 2009 Tribeca Film Festival and the Silver Hugo Award at the 2010 Chicago Film Festival.