

Nascar docu gets boost from ad biz

By GORDON COX

Cinema advertiser Screenvision has partnered with distributor Hannover House to expand the upcoming theatrical release of docu "Racing Dreams" and distribute the pic digitally to some of its exhibitor partners.

Movie, focusing on three youths competing in the World Karting Assn.'s National Series — a de-facto training ground for NASCAR drivers — won the top docu kudo at the 2009 Tribeca Film Festival. DreamWorks is currently developing a narrative feature adaptation of the story.

Screenvision will send out the pic for runs at theaters owned by Rave Motion Pictures and Malco Theaters in Tennessee, Arkansas, Texas and Michigan, among other markets. Company also will help promote the movie as part of its pre-show programming.

"Racing Dreams," set to be released Friday, also picked up awards at film fests in Indianapolis, Jacksonville, Fla., and Chicago. Pic was exec produced by Jack Turner, Dany Garcia and thesp Dwayne Johnson.

Pairing of a distrib and a cinema advertising org reps one potential strategy in an indie film scene consistently concerned with the declining viability of old-school distribution models.

