

FOR IMMEDIATE RELEASE:

MOVIE '50 to 1' EXPANDS RELEASE

Feature film about Kentucky Derby winner Mine That Bird, an inspiring underdog tale of misfit cowboys and their long-shot racehorse, starring Skeet Ulrich, Christian Kane, William Devane, Madelyn Deutch, Todd Lowe and jockey Calvin Borel

Hollywood, Calif. (June 3, 2014) — *50 to 1*, the inspiring true story about Kentucky Derby winner Mine That Bird and his New Mexico cowboy trainer and owners, is opening new U.S. markets, including Arizona, due to growing demand, says the film's producer, director and co-writer Jim Wilson, Oscar®-winning producer of *Dances with Wolves*.

"Audience response has been incredible," Wilson says. "From New Mexico to Kentucky, folks have thoroughly enjoyed the romp. I feel good releasing a film that reaches all ages and leaves you feeling great at the end."

The movie stars **Skeet Ulrich** (*Jericho, Scream, As Good As It Gets*), **Christian Kane** (*Leverage, Friday Night Lights, Secondhand Lions, Just Married*), **William Devane** (*24, The Dark Knight Rises, Marathon Man, Knots Landing*), **Todd Lowe** (*True Blood, The Princess Diaries, Gilmore Girls*), **Madelyn Deutch** (*Lowlifes, Like a Country Song, The Dog Who Saved Easter*) and Hall of Fame jockey **Calvin Borel**, who plays himself in the film.

The film also stars Arizona's own Turf Paradise veteran racehorse **Sunday Rest** as Mine That Bird. Sunday Rest was retired from racing after only four starts, achieving one third-place finish. He was later relocated to Canada, where movie horse trainer Bill Lawrence purchased him from the Calgary Stampede, just months before filming began.

"I had been waiting for a great racehorse story for a very long time," Wilson says, noting he had read numerous horse racing scripts throughout the years but never found what he was looking for. "But when I watched what unfolded at the 2009 Kentucky Derby, I was stunned. I've always been a fan of true underdog stories, and after meeting the owners, trainer and finally Bird himself, I was hooked. This story had all the cinematic elements you could ask for. It's been a real adventure and one I am proud to share with the world."

Ten Furlongs, the movie's distribution company, has been releasing the film in numerous states since completing its initial seven-state rollout, which began March 21 in New Mexico and continued through Louisiana, Texas, Oklahoma, Arkansas, Tennessee and Kentucky. In May, the movie began showing in theaters in California, Virginia and South Dakota, and so far this month it has been booked for additional theaters in Colorado, North Carolina, Montana, Arizona and Washington State. In Arizona, it opens June 20 at the Shea 14 theater in Scottsdale, Chandler Fashion 20 in Chandler, Superstition Springs 25 in Mesa, Tucson Spectrum 18 in Tucson and Prescott Valley 14 in Prescott Valley.

"This is just the beginning," Wilson says. "We're speaking with theaters across the country every day."

As part of the initial rollout, cast and filmmakers traveled for five weeks in a 45-foot-long tour bus to promote the film, making stops in cities and towns from New Mexico to Kentucky. "The release mirrored the trip racehorse Mine That Bird took to the Kentucky Derby with trainer Chip Woolley back in 2009," Wilson says. "It was a fantastic experience and a totally unprecedented way to promote a film. It was a huge success."

On tour were Wilson, Conroy, Ulrich, Kane, Lowe, Deutch, **Hugo Perez** (*Machete, The Longshots, Harold & Kumar Escape from Guantanamo Bay*), and **Jamie McShane** (*Argo, Southland, Sons of Anarchy*). The real Mine That Bird and Borel also made special appearances along the way.

"The tour gave us the chance to see firsthand how audiences felt about the movie," Conroy says. "Everywhere we go people thank us for making it and talk about how it makes them laugh and cry and cheer, even though they already know how the story ends. It's incredible."

Inspiration for the tour came during a brainstorming session by Wilson and Conroy. "I thought, why not meet the audience this movie is intended for, introduce them to the stars and shake their hands," Wilson says. "It's the audience that matters the most. It's why we make these stories, to share them with the world."

After crisscrossing New Mexico for a week, doing press to promote the opening of the film, the cast and filmmakers drove up in the tour bus to the front of the historic KiMo Theatre in Albuquerque to the delight of hundreds of fans on hand for the film's world premiere March 19. "We decided to open the film in New Mexico because it's a New Mexico story," Wilson says. "It's about a very special group of people and their little racehorse who went up against impossible odds and ended up shocking the entire racing world with a victory like I've never seen before."

Mine That Bird was also at the premiere, reuniting with his Derby-winning partner, Borel, who planted a big kiss on the gelding's nose to the delight of the crowd outside of the theater.

"The reception we got was unbelievable," Conroy says. "Hearing people cheer when we stepped off the bus told us we were in for an amazing trip across the country."

In addition to dozens of interviews in each state along the tour, cast and crew attended special events at racetracks, colleges, theaters and local hot spots, signing posters for fans and participating in Q&A sessions about the film.

For Wilson, a racing enthusiast and horse owner for 25 years, it was critical for the film to be authentic. It was shot in 40 locations across New Mexico, Kentucky and California, including the actual racetracks where Mine That Bird ran during his U.S. racing career. "We shot for two weeks at Churchill Downs and were able to use the real barn and stall where Mine That Bird stayed," Wilson says. "Chip Woolley even gave Skeet the shirt he wore at the Derby to wear in the movie."

The film also includes actual Derby race footage, which Borel says brought back the emotions he felt during and after his winning race. "It's so real," Borel says. "I have never seen a horse movie as real as this one."

"This is a feel-good film," Conroy says. "It's a real romp, but it's also a film with a great message of hope for dreamers of the world."

Wilson won the Academy Award® for Best Picture for *Dances with Wolves*, which he produced. Other producing credits include *The Bodyguard*, *Wyatt Earp*, *Swing Vote*, *Mr. Brooks* and *Message in a Bottle*. Wilson's previous directing credits include *Head Above Water*, *Whirlygirl* and the critically-acclaimed documentary about Hall of Fame jockey Laffit Pincay, Jr., *Laffit – All About Winning*.

Mine That Bird was born May 10, 2006, and began racing in 2008 in Canada, winning four of his first six starts. His career slumped after he was purchased by Mark Allen in the fall of 2008, going winless until his monumental upset at the 2009 Kentucky Derby at 50-to-1 odds. Mine That Bird continued his run for the Triple Crown that year, finishing second in the Preakness Stakes and third in the Belmont Stakes. He amassed \$2,228,637 in earnings throughout his career but never won another race in nine starts after his win at the Kentucky Derby. Mine That Bird was retired from racing in November 2010 and currently lives with his owners at Allen's Double Eagle Ranch in Roswell, New Mexico.