

14 September 2004

Attn: **All News Editors**

Dear Editor,

The Australian film industry is gasping for air.

After several consecutive years without a bona fide box-office hit, production is down, spirits are down, and Australian audiences are deliberately avoiding local films. Many insiders consider the prospects bleak.

But an independent American film producer based in Sydney has set his sights on turning it all around.

How? By getting Australians excited about screenwriting.


According to L.A.-native Jeff Bollow, founder of Screenplay.com.au, the local industry largely ignores the importance of the screenwriter in its production-centric focus. And the disappointing results are inevitable.

In addition to his new book "Writing FAST: How to Write Anything with Lightning Speed" which de-mystifies the writing process and offers a simple, step-by-step approach, Bollow is re-launching his acclaimed "F.A.S.T. Screenwriting" weekend workshops in Sydney, Melbourne and the Gold Coast in October.

Jeff has conducted his workshops over the past four years in Sydney, Melbourne, Brisbane, Gold Coast, Canberra, Adelaide and Auckland, New Zealand. They've been attended by novice, intermediate and professional screenwriters, as well as directors, producers, actors, playwrights, radio personalities, and best-selling novelists, aged 15 to 72, and nearly 100% of participants recommend them. Jeff has been hailed as passionate, inspiring, extremely knowledgeable and inherently accessible.

We invite you to learn more about Jeff's quest to revitalize our local industry. He is available to the media for interview or comment at any time. Please see the attached News Release. If you need more information, a complete press kit is available at **Screenplay.com.au/press**. Contact me on 0402 005 767, or contact Jeff directly on 0410 444 787, if you have any questions.

Best regards,



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