

FOR IMMEDIATE RELEASE



**THE PEOPLE'S  
FILM FESTIVAL**

## **"MARCH OF THE GODS- Botswana Metalheads"**

**OPENING NIGHT FILM of the 3<sup>rd</sup> Annual People's Film Festival**

[New York, NY – May 15, 2014] –The 3<sup>rd</sup> Annual **People's Film Festival** (TPFF) presented by **The People's Media, Music & Arts Foundation** in conjunction with, **The Four Builders Foundation**, kicks off May 29, 2014 in Harlem, New York, at AMC's **Magic Johnson Theater** (at 2309 Frederick Douglass Avenue / 8<sup>th</sup> Avenue) with the New York Premiere of **"MARCH OF THE GODS- Botswana Metalheads,"** a film directed by Raffaele Mosca.

The idea of *March of the Gods: Botswana Metalheads* was conceived by Raffaele, the director of the project when he came across photographs from Frank Marshall's project [Renegades](#) on [Vice Magazine](#). It presented a vision of Botswana's heavy metal subculture and portrays the unique local metalhead aesthetic which combines elements of British heavy metal of the eighties, cowboy fashion and biker elements creating an interesting anthropological study of a subculture like no other. Raffaele's curiosity about the metal scene in Botswana led to an intensive research and a series of attempts to contact various local bands. Two years later, in April 2013, a team of three filmmakers landed in Gaborone, the capital of Botswana to shoot a documentary on one of the most predominant local bands, [Wrust](#). In the following weeks they were immersed into the local metal brotherhood—interviewing several local bands, fans, musicians and people who offered anthropological insights into the subculture and its history. The crew also filmed and experienced the madness of the local metal gigs and spent enough time with the local people to understand the country's uniqueness through its contemporary culture but also its problems and contradictions.

Tickets for **Opening Night Film, May 29, 2014** are **ON SALE NOW**. This will be followed by an after party at **Silvana's** (300 W 116th St, New York, NY 10026) with live music performances and special guests 2014 Rock Walk Of Fame inductee Grammy award winner **GrandMixer DXT, DJ Universal Rell and DJ lil Ray**.

**Doors open at 5:30pm. Film starts at 6pm sharp.**

**TICKETS MUST BE PURCHASED IN ADVANCE.** Please visit: <http://thepeoplesfilmfestival.com>

**More information** about the festival line up, tickets, schedule and events will follow shortly.

All other films will continue to run **May 30 – June 1, 2014** at **The Maysles Cinema** (343 Malcolm X Blvd./ Lenox Avenue at 127<sup>th</sup> Street) followed by **The People's Awards Ceremony** closing night.

[thepeoplesfilmfestival@gmail.com](mailto:thepeoplesfilmfestival@gmail.com)

TPFF FLYER- <http://bit.ly/TPFFPOSTER20141>

TPFF OPENING NIGHT - <http://bit.ly/TPFFOPENINGNIGHTFLYER2014>

SAT. 5/31 YOUTH PANEL - <http://bit.ly/tpffyouthpanel>

FRI. 5/30 DIGITAL MEDIA PANEL - <http://bit.ly/TPFFDIGITALMEDIAPANELFLYER>

TICKETS @ [WWW.THEPEOPLESFILMFESTIVAL.COM](http://WWW.THEPEOPLESFILMFESTIVAL.COM) OR [HTTP://BIT.LY/TPFF2014TICKETS](http://BIT.LY/TPFF2014TICKETS)

LINEUPS & AFTERPARTY PERFORMANCES INFO: [www.thepeoplesfilmfestival.com](http://www.thepeoplesfilmfestival.com)

THE PEOPLE'S FILM FESTIVAL 2014 VIDEO PROMO: <http://bit.ly/tpff2014promo>

**MORE ABOUT THE FESTIVAL**

The People's Film Festival celebrates the power of the media when placed in the hands of the people. The festival features screenings from emerging producers, videographers, and filmmakers from all over the world, reflecting both traditional and avant-garde style films, with an emphasis on films that integrate multiple digital platforms using today's new media & technology. The categories range from narratives, features, shorts, and documentaries). The winners will be recognized closing night after the final screening with a People's Award.