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Five Alive Films Presents.....



Glitter! Glitz! Glamour! Hollywood Style!

A red carpet affair

Five Alive Films is proud to announce its first feature film premiere – Truly Everlasting - based on a short story written by New York Times and USA Today Bestselling Author, Brenda Jackson. The movie premiere will be held at the Florida Theatre in Jacksonville, Florida on Saturday, November 5th. Doors will open at 5pm. The event will include red carpet entry, an opening reception, premiere of the movie and an after-party with a DJ and catered by Chef Andre. Tickets for the event went on sale June 15th and are available at the Florida Theatre and Ticketmaster.

A portion of proceeds to benefit the Josiephine Threatt Scholarship Foundation at Florida Memorial University

The conception of Truly Everlasting – The Movie

In 2002 one of Brenda's books was selected for a made-for-television movie by a major television network that left her readers disheartened as the movie strayed away from the true story in the book. She then decided the next time a book about her beloved Madaris Family was made into a movie that she would attempt to do it herself. In other words, she wanted the movie adaptation to be as close to the actual book as possible. She felt her loyal Madaris readers deserved that.

In order to accomplish such a feat, she decided to be the sole investor and use her and her husband's retirement funds to produce her own feature film – *Truly Everlasting* – www.trulyeverlasting.com

A Romance novel brought to screen

As the holidays settle in around Houston, Texas, young Austin has but one wish--a Christmas Daddy. When his mother, Felicia Madaris, learns of his wish, she turns to childhood rival turned family friend, Trask Maxwell for help. Soon, Felicia realizes that it's not just Austin's Christmas wish that is coming true....

A mother and son join forces:

In the spring of 2006, USA TODAY and NEW YORK TIMES BESTSELLING ROMANCE NOVELIST, Brenda Jackson decided to use the services of her oldest son's company - Five Alive Films. In the process of coming up with ideas, the two garnered the idea of a "book trailer" to help promote her upcoming books. The first "book trailer" the two produced was for Mrs. Jackson's *Solid Soul*. After the trailer was released, the novel sold like wildfire and even went into a second printing. This achievement was extremely rare at the time. Mrs. Jackson was so impressed with the trailer's success that she returned to Five Alive Films, this time to promote her fiftieth romance novel--*Slow Burn*. She has since worked with Five Alive Films for the trailers for *Tall, Dark Westmoreland* and *Intimate Seduction*.

Since Gerald, who has a film degree from Columbia University and a graduate degree from Florida State Film School, had already done several state of the art book trailers that resembled a mini movie, she felt he was ready to take on the handling of a feature film. She also knew there were several talented film makers in the Jacksonville area that she could provide opportunities to by working on a feature film. For Gerald's production team, he hired some of the most talented in the city. They also brought in interns from several colleges in North Carolina and New York, as well as utilizing students interested in film from Jacksonville University, University of North Florida, Jacksonville Art Institute and FullSail in Orlando.

Executive Producer (Brenda Jackson):

USA TODAY and NEW YORK TIMES BESTSELLING ROMANCE NOVELIST Brenda Jackson is a native of Jacksonville, Florida. She is a proud graduate of William M. Raines High School, and earned a Bachelor of Science degree in Business Administration from Jacksonville University. She has been married to her high school sweet heart, Gerald Jackson, for thirty-nine years. She is a member of the national chapter of the Romance Writers of America. Brenda began her writing career in the eighth grade at Northwestern Junior High School, when she would hand- write stories for fellow classmates to read. Some of those same classmates remain her biggest fans and supporters. Her professional writing career began in 1994 when she signed on with Kensington Arabesque.

With more than 3 million copies of her books in print, Brenda Jackson has been a trailblazer in African-American romance. She is the first African-American romance writer to make USA

Today's and the *New York Times'* bestseller lists for the series romance genre. The author of more than eighty novels, she is the recipient of countless awards, including numerous Romance in Color Reviewers' Choice Awards, Emma Awards, and e-Harlequin Reader's Choice Awards. She has written for the following publishers: St. Martins Press, BET, Kensington, NAL, Harlequin/Silhouette and Harlequin Kimani Romance.

In 2009, Brenda decided to take her career to the next level. She created Madaris Publishing, an independent publishing company, from which she has released a handful of her stories directly to her fans. After teaming up with Gerald Jackson Jr.'s film production company to produce the groundbreaking book trailers for *Slow Burn*, *Intimate Seduction*, *Tall Dark Westmoreland*, and *Solid Soul*, she created Madaris Entertainment.

Brenda has been featured in numerous publications that include; *Jet Magazine*, *Cosmopolitan*, *McCalls*, *Romantic Times*, *Jet*, *Sister2Sister*, *Today's Black Woman* and countless others.

With no sign of slowing down, Brenda has taken on the world of romance by storm with her grace, intelligence, and most of all- with her passion. www.brendajackson.net

Director (Gerald Jackson, Jr.):

When Gerald Jackson, Jr. was a child, his mother took him to the movies just about every weekend. And when the movie was over, she remembers, he wouldn't leave his seat when everyone else did: He wanted to stay and watch the ending credits. What are all those names? What did they all do? That was a clear indication that Gerald was headed for a career as a filmmaker.

Five Alive Films, officially established in 2007 by Gerald Jackson, Jr., was created with the hopes to become heavily involved in the Jacksonville and national film scene. Jackson, who holds a Master's Degree in Film Production from Florida State University, also has a Bachelor in Film Studies from New York's Columbia University as well as another Bachelors of Communications from the University of North Florida.

In 2005, Five Alive Films splashed onto the scene with the local band *Tracy Shedd*. He directed the music video for their single, "Jumping Waves." This was quickly followed by a music video for the Washington, D.C., based jazz musician, *Rob Mercer*, and his song, "A Brother's Worship." It was shortly after this that Troy Sneed, the Grammy nominated Producer, Musician, and owner of Emtro records approached Gerald to collaborate on a video for the song, "Work It Out". Currently, this project is constantly rotated on the Black Entertainment Network (BET).

One of Five Alive Film's most notable projects was the promotional video for the local rock band, "Harloe." This production featured a live performance at a local Hot Topic. In 2009, Five Alive Films worked with *Bonafide Praisers* to produce the music video for their single, "Heal the Land." This single has been a smash hit on several radio stations.

Five Alive Films has been very supportive of the Jacksonville film community by hosting various meet and greets, promoting local musicians through coffee house shows, and attending several film events in town, from Works in Progress to the Jacksonville Film Festival.

www.fivealivefilms.com

Florida Memorial University:

A portion of the proceeds from the premiere will benefit the Josiephine Streater- Threatt Scholarship Foundation. The foundation was established nine years ago in honor of Josiephine Streater- Threatt, under the direction of Brenda Streater Jackson, to benefit a deserving student attending Florida Memorial University.

Josiephine Randolph Streater Threatt was born in Hurstboro, Alabama. The lives she touched are in some way reflected in the advisory board for her foundation. Love, truth, dedication, devotion and humility will prevail in the minds and hearts of those who knew and loved her humble spirit. Her memory lives forever through the lives of her family and the scholarship foundation set up in her name at Florida Memorial University in Miami, Florida.

Florida Memorial College serves a culturally diverse student population through programs in liberal and technical education. These programs are designed to prepare students to function effectively in a highly competitive technological global society. The college is committed to excellence, and is dedicated to the pursuit of knowledge and truth; the free exchange of ideas; and the transmission and preservation of African-American history and heritage.

www.fmuniv.edu

Jacksonville, Florida – The Movie Empire

Film making is not new to Jacksonville, Florida. A century ago, Jacksonville was known as “Hollywood East”, and reigned as the Winter Film Capital of the World. The city produced scores of silent films and hosted all the major studios and famous names of the day. Frigid temperatures of New York and Chicago, where the nation's film business originated, damaged film stock and dismayed starlets. And Northeast Florida's mild climate and diverse topography beckoned. One of the studios that opened in Jacksonville during that time was the Norman Studios. Richard Norman's films were among the first to present Black actors and actresses in positive roles. The City of Jacksonville will be restoring the five-building silent film studio complex as the Norman Studio Silent Film Museum. (About.com:Jacksonville)

Brenda Jackson and her son, Gerald Jackson, are proud to be added to the pages of Jacksonville's film making history and legacy. She will once again become a trailblazer as the first African American romance author to fully finance and produce a feature-film based on one of her novels; and use a close family member – her son – to not only write the script, but to also bring her story, Truly Everlasting, to light as the director.

Brenda's dream is to help restore Jacksonville as the "Hollywood East" once again.

For a COMPLIMENTARY TICKET, information or interviews contact:

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