



## Press Release For Immediate Release

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### USA Premiere Screening "The Memory Box" A Documentary Film

By  
Wayne Schoenfeld and Stephen Auerbach

US PREMIERE SATURDAY SEPTEMBER 20, 2008 - 12:00 NOON  
WILSHIRE PRIVATE SCREENING ROOM  
8670 WILSHIRE BLVD, SUITE 112  
BEVERLY HILLS, CA 90211

**Los Angeles, September 20<sup>th</sup>, 2008** – Produced by the **Exeko** Project

([www.exekoproject.com](http://www.exekoproject.com)), *The Memory Box*, a documentary film on humanitarian efforts in Ethiopia, had its **US premiere** today at a "full house" invitation only screening in Beverly Hills. The film, distributed by **Locomotion** of Montréal ([www.locomotionfilms.com](http://www.locomotionfilms.com)) is a first time collaboration between **film maker Stephen Auerbach** and **photographer Wayne Schoenfeld**.

**Nadia Duguay**, co-founder of Exeko Project, the producer of *The Memory Box*, said, "Telling the story of people that volunteer to help others in need, can inspire others to look within themselves and to reach out. In this film we meet some very special people, people that have decided that they can make a difference. The message of this film is inspiring and empowering."

**Schoenfeld**, co-director and executive producer, said, "The film shows the humanity behind the headlines of poverty, prostitution, hunger AIDS and hopelessness. It gives the viewer a fresh perspective on the cynical predictability of the tragedy of Africa."

**Auerbach**, co-director and editor, said, "What makes the film so powerful is that it's shot completely behind the scenes. It's not the usual advertorial style story telling about individual good works. It's the story of ordinary people and how their lives intersect, in sometimes the most unpredictable ways, and great things happen."

**Marc Grenier**, president of Locomotion said, "*The Memory Box* will be screened at film festivals around the world. At 52 minutes in length, we think there is also a strong market for the film in television. Locomotion is committed to getting a large audience for this very important and inspirational film."

[www.thememoryboxmovie.com](http://www.thememoryboxmovie.com)

**Source** Exeko - [www.exekoproject.com](http://www.exekoproject.com)

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