



## Veteran Indie Filmmakers Seek Crowdfunding for Their New Project

DJ Pooh and Marvin Watkins have launched a crowdfunding campaign to help make their independent comedy "Friendship Day."



**SANTAMONICA, CALIF.** —Film and music industry veterans DJ Pooh and Marvin Watkins are making the movie "Friendship Day," a comedic story of a high school best friend contest with a cash prize hanging in the balance. DJ Pooh and Watkins have launched a crowdfunding campaign to raise \$200,000 to help cover the cost of film production.

At Thomas H. Drew High School, the annual Friendship Day election has students competing against one another for the Best Friend Award as well as the cash prize that goes with it. Among the students hoping to be crowned the winner at the school dance are the school's jock Xavier, sex-tease diva London, soft-spoken Camille, and CJ, the main character who feels pressured to both follow in his father's footsteps and breakaway to follow his own dreams. "Through the cast of characters, our high-spirited comedy explores themes like popularity, beauty, aspirations, friendship, truth, and high school," said Watkins.

Having worked on indie films and television for several years, DJ Pooh and Watkins are familiar with going in search of funding for projects that are beyond the interest of mainstream studios. "Crowdfunding creates a new type of relationship between a film's creator and its fans," said DJ Pooh. "Supporters of our campaign will be more connected to the success of the film, which is very exciting."

The crowdfunding goal is expected to cover about half of the expense of making the film with its creators covering the other half. Those contributing to the campaign from \$1 to \$10,000 will enjoy several perks, from a digital download of four songs from the film's soundtrack produced by multi-platinum recording artist Mack 10, to being named executive producer. Other perks include a speaking role in the film, a work day lunch with the cast and crew, and two tickets to the Los Angeles screening.

### About The Filmmakers

Director, screenwriter, and producer DJ Pooh has also worked as a West Coast record producer, collaborating with 2Pac, Ice Cube, LL Cool J, and Snoop Dogg. His film credits include 3 Strikes, The Wash, Friday, and Boyz n the Hood for which he produced the drive-by shooting sequence. Pooh is also the writer and producer of the video game Grand Theft Auto: San Andreas.

Marvin Watkins has more than 15 years of experience in the music and film industries. A former senior national director at Priority / Capitol Records, he is now a senior producer for Noble Vision Pictures, with film credits including Budz House, Back Stage at Budz House, and Sunchaser as well as the The Brian McKnight Talk Show.

For more information, visit [FriendshipDayMov.wix.com](http://FriendshipDayMov.wix.com). To contribute to the crowdfunding campaign, visit [www.indiegogo.com](http://www.indiegogo.com).

### Project PR Contact Info

Press Contact: Elisabeth Hinckley

Email: [eah\\_pr@att.net](mailto:eah_pr@att.net)

**About L&C:**

*Crowdfund Marketing & Consulting Agent. We are dedicated in finding the coolest crowdfund projects of the web.*

**L&C Press Contact Info:**

Email: [press@thecrowdfundmarketing.com](mailto:press@thecrowdfundmarketing.com)

Website: [www.thecrowdfundmarketing.com](http://www.thecrowdfundmarketing.com)

**\*DISCLAIMER\***: Information contained on this page is provided by companies via press release distributed through L&C, an independent third-party content provider. L&C and it's affiliates makes no warranties or representations in connection therewith.