



News Release

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Media Contact
TK Video Productions &
Representation
press@winorlosemovie.com
Mobile: 212-731-4838

New York Premier of Competitive Summer Camp Documentary at Anthology Film Archives with Director, Cast and Traveling Camp Caravan

Manhattan, New York, January 30th, 2009 - TK Video Productions is proud to announce the world premier of 'Win or Lose: A Summer Camp Story', a character driven, personal documentary about boys at summer camp who push themselves to win an ultra competitive event. This premiere will take place Saturday, February 21st from 4:30pm to 6:30pm at Anthology Film Archives, 32 Second Avenue, Manhattan, New York. During the screening, dozens of campers will be in the crowd wearing their camp colors, yelling camp cheers, showing their camp spirit. 15 minutes before the screening a tug-of-war is scheduled, with 10 minutes to go the cheers begin. After the screening, the documentary subjects and director will be present for a QnA.

'Win or Lose' follows several counselors and campers through a ten day competitive extravaganza at Camp Ojibwa. What does competition do to natural winners? Will they be able to handle defeat? Could a less popular kid succeed in this environment? And then there are the kids that just don't care. Will they step up to the plate at all? Most importantly: what does it mean for kids to come of age in a competitive environment? Throughout the film the filmmaker recounts his own personal camp story utilizing animation. By the end of camp, the campers, counselors and filmmaker have learned a valuable but difficult lesson: how to lose.

Camp Ojibwa is located in Eagle River Wisconsin. Like the majority of summer camps across America, it is predominantly Jewish. Most young Jewish boys realize early in life that their fantasy of playing in any professional sports league will stay just that. But at camp, these kids can live out their sports fantasy. On this level playing field where nobody made the high school sports team, everybody's stock is raised. Mediocre athletes can become stars. Talented athletes become heroes.

But Camp isn't just sports fantasy. A lot of kids learn their first hard lessons about life here. They learn it as an adolescent. Before adolescents and camp, life is peaches and cream. Their greatest concern on any given day maybe what video game they should beat or which friend is sleeping over that night. Then puberty hits. All of sudden winning becomes very

important. Coolness is coveted. Athletic superiority is idolized. Everyone wants to be the best. Then they go to camp where they find two types of people: winners and losers. How will these kids handle defeat in this kind of environment? Can a loser become a winner here? Can a winner learn how to lose? There are several archetypal camp characters explored in the film: the unpopular camper, the charismatic camper, the camp outsider and the camp insider. And lastly there is the filmmaker's story of the camp quitter. They all have one thing in common: they want to win. Most of them won't. Competition at Camp Ojibwa teaches kids how to lose. It's a hard but important lesson to learn.

Louis Lapat makes his directing, camera and editing debut with 'Win or Lose: A Summer Camp Story.' As a camper, Camp Ojibwa was an intense, life altering experience for him. After attending camp for 4 years he quit camp vowing never to return again. 14 years later he makes a film about it. The result is part intense character driven competition, part artistic catharsis. His previous short film, 'Depression', was screened at a dozen film festivals and received DVD distribution. Louis was featured in GenArt.COM, where he was listed as a "featured filmmaker." Louis was awarded an MFA in film directing from Columbia University.

For more information, visit www.winorlosemovie.com or on Facebook at www.facebook.com/pages/Win-or-Lose-A-Summer-Camp-Story/48563335020

What: Premiere of 'Win or Lose: A Summer Camp Story'. A documentary by Louis Lapat.

Where: Anthology Film Archives, 32 Second avenue, Manhattan, New York.

When: Saturday, February 21st, 4:30pm - 6:30pm

- Reception/Camp Cheers/Tug of War: 4:30
- Film Screening: 5:00
- QnA: 6:00

Who: All members of the media are welcome. Meet the filmmakers, documentary subjects and experience an authentic summer camp experience in Manhattan. Dozens of campers and counselors from Camp Ojibwa and other camps will be at the event screaming camp cheers, wearing their uniforms and expressing their camp spirit.

Contact: Louis Lapat
212-731-48383
press@winorlosemovie.com

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