

NEW FILM PRESS RELEASE

Ice Cowboys Documentary

Skiers, Horses and Cowboys come together to form teams for this full-throttle time trial sport. Skijoring takes place all over the West wherever agriculture, skiers and cowboys exist. FASTFORWARD Media, LLC is embarking on a journey to document these competitors' stories, lives and races during two exciting skijoring events to be held in Silverton and Leadville, CO.

For Immediate Release

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ARTS & ENTERTAINMENT NEWS

FASTFORWARD Media, LLC Launches New Crowdfunding Campaign

FASTFORWARD MEDIA is producing a new film documentary, Ice Cowboys. The documentary will promote the sport of equestrian skijoring and show what life in the west, particularly Colorado, is like for two distinct groups that make up the sport: cowboys & skiers. "Our project is about the people that put on the show; Skijoring is a spectator sport and those cowboys and skiers love a crowd to cheer them on," says Matt Crossett, Director. The sport itself has a small circuit and an association governing it. FASTFORWARD Media, LLC is covering two events, one in Silverton, February 13-15, 2015 and one in Leadville, March 6-8, both non-sanctioned races. "It is an economic boom for these small towns" says Laurie Sigillito, owner of FASTFORWARD Media, LLC. "Although these cowboys and skiers may not make much money, it's really a festival for these small historic towns. Tourist and locals fill local establishments, share a drink, cheer on their favorite skier and watch a rider push a horse 300 yards in 17 seconds all while towing a skier!"

The community and public are invited to support and invest in the project through Main Street Crowd, a community and economic development platform, administered by the Four Corners Film Office. The project fundraising campaign will run for 21 days; January 12 – February 2, 2015 and has a goal of raising at least \$10,000. Various rewards are offered to supporters ranging from an autographed photo for a \$20 contribution to tickets to the film's premiere, tickets on Durango & Silverton Narrow Gauge Railroad and one night hotel stay in Silverton for a \$1000 contribution. A complete description of the project, the rewards being offered and a project discussion board can be viewed at <https://www.mainstreetcrowd.com/projects/untitled-skijoring-documentary>.

About the organizations involved:

FASTFORWARD Media LLC is a Durango based boutique production company focusing on historical stories of the west and extreme sports.

MAIN STREET CROWD is a community development platform that gives local projects the opportunity to seek community feedback and funding.

FOUR CORNERS FILM OFFICE is a program of an economic development organization with the purpose of increasing jobs and income from film, television and digital media production in the Four Corners region; serving as a liaison, facilitator and information hub for production companies interested in filming in this area.

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