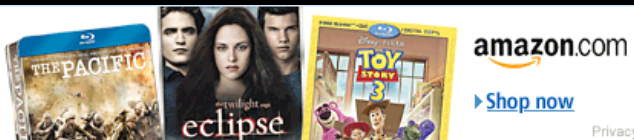


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Tuesday, August 14, 2012

'Blood Fare' Makes Its World Premiere at Dragon*Con

World Premiere Of Female Action Filmmaker J.A. Steel's

BLOOD FARE

At Dragon*Con 2012

SALT LAKE CITY, UT – August 14, 2012 – On August 14th, 2012, J.A. Steel, the award winning female writer and director, announces the world premiere of her fourth feature film "Blood Fare" for the Dragon*Con 2012 in Atlanta, GA. As part of the official Dragon*Con 2012 programming the screening is scheduled for Friday, August 31st at 8:30pm at the Hyatt Regency Atlanta, Hanover CDE. A live Q&A with "Blood Fare" star Gil Gerard, internationally recognized for his lead role as Captain William 'Buck' Rogers in the science fiction movie and television series "Buck Rogers in the 25th Century," and director J.A. Steel will follow the screening.

"Blood Fare" is a Civil War ghost story with a modern twist, by J.A. Steel and Co-Producer Christian K. Koch. It is the tale of Corporal Henry Trout (S. Edward Meek - "Wild Stallion"), who in 1861 fought valiantly in a forgotten skirmish after the first battle of Bull Run. 150 years later, he will come face to face with his descendants as the battle for blood continues on a haunted battlefield. Tyler (Brandi Lynn Anderson from the upcoming Syfy original series "ZEROS") and her brother Chad (Adrian West), Henry's fifth generation grandchildren, will challenge the very legend of Charon the Ferryman, as the lines between the living and the dead become blurred.

Gerard plays the character of Professor Meade, mentor to the protagonist Tyler, in "Blood Fare". Gerard was recently seen in the Syfy original movie "Ghost Town". International action star, Kim Sonderholm, most recently seen in the newly released "Little Big Boy," appears alongside Gerard as Professor Malick.

In addition to Gerard and Sonderholm, several other amazingly talented actresses and actors have joined the "Blood Fare" cast, including Michelle Wolff ("NCIS", "Chicago Hope", "ER", and "Providence"), Savannah Ostler ("Vengeance"), Bridget McManus ("Wanted"), Scott Beringer ("Ocean's Eleven" and "21"), Brenden Whitney, Alison Trowse, Thomas J. Post, Antonio Lexterot and April Knight. Marcus Intheam, Salt Lake City star radio DJ and "The Real L Word Live Lounge" host Natalie M. Garcia add live broadcast talent.

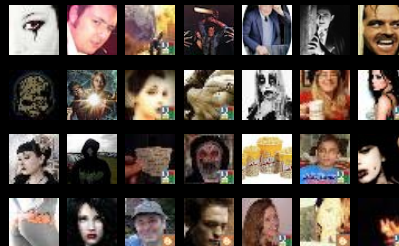
Chris Hanson, one of the most recognized special makeup effects artists of Hollywood, joined the crew of "Blood Fare" as Special Makeup Effects Supervisor. He demonstrated his unique creativity in "Hellboy", "Underworld", "Men in Black", "Men in Black 2", "The Green Mile", "The X-Files", "The Faculty", "Spawn" and many other productions.

Steel rounds out her crew with Director of Photography Michael B. Call ("127 Hours"), Co-Producer Christian M. Koch, who has worked with Steel on her first 3 films, and Executive Producer Jessica M. Bair.

The up-and-coming colorist, Jeff Pantaleo, completed the digital coloring of "Blood Fare" on the

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newly developed Scratch workflow at Warner Bros. Motion Picture Imaging (MPI).

Mastered by Universal Music Mastering's Grammy winning Erick Labson the first song of the "Blood fare" soundtrack has been released on iTunes: The River Mountain Band with "Lay Down Your Trouble" - Lyrics J.A. Steel - Music J.A. Steel & Caleb S. Gray - Piano Arrangement Amanda Lee Bowman.

"Blood Fare" is a green, sustainable film production, and Eco/Sustainable Production Executive Micheline Birkhead was on set to ensure the project meets green certification requirements.

Posted by Carl Manes at 5:20 PM



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[Hellbilly Hollywood](#) August 14, 2012 10:04 PM

Man, do I miss Dragon Con. Nothing on the West Coast, even Comic Con, compares.

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"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood, who strives valiantly; who errs and comes short again and again; because there is not effort without error and shortcomings; but who does actually strive to do the deed; who knows the great enthusiasm, the great devotion, who spends himself in a worthy cause, who at the best knows in the end the triumph of high achievement and who at the worst, if he fails, at least he fails while daring greatly. So that his place shall never be with those cold and timid souls who know neither victory nor defeat."

-Theodore Roosevelt
(Presumably referring to Horror Movies)



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