

FOR IMMEDIATE RELEASE



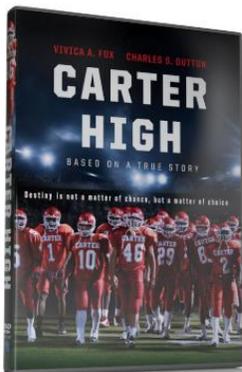
**NOVUS CONTENT IN ASSOCIATION WITH GVN RELEASING
ANNOUNCES THE DVD RELEASE FOR
*CARTER HIGH***

**FAMILY-FRIENDLY MOVIE INSPIRED BY THE TRUE STORY
OF CARTER HIGH SCHOOL IN DALLAS, TEXAS. THE STORY
OF A DEDICATED COACH, A POWERHOUSE TEAM AND A
FEW STUDENT ATHLETES WHOSE OFF FIELD ACTIVITIES
COST THEM THEIR FUTURE.**

COMES TO DVD & DIGITAL HD ON AUGUST 2, 2016

The Play Now Enterprise, Sweet Chariot Productions, Tycor Film Productions Film stars Vivica A. Fox (Independence Day, Set it Off, Kill Bill), Charles S. Dutton (Longmire, Gothika, Bessie) And Pooch Hall (Ray Donovan, The Game). Also Stars American Rapper, Record Producer, & Actor David Banner (The Butler, Ride Along).

“A powerful movie about football, perseverance, and consequences that the whole family will enjoy!”



LOS ANGELES, Calif. (July 1, 2016) – Following the nationwide theatrical release in the Fall of 2015, the family-friendly drama *CARTER HIGH* will be available on DVD and Digital HD on August 2, 2016. The Play Now Enterprise, Sweet Chariot Productions, Tycor Film Productions Film is inspired by the remarkable true story of a dedicated coach, a powerhouse team and a few student athletes whose off field activities cost them their youth, their freedom and their full college athletic scholarships. Distributed

by Novus Content, Inc. in association with GVN Releasing, the DVD features a multi-part “behind-the-scenes” Featurette with the cast.

Having been featured in *USA Today*, *ESPN*, *CBS Affiliate*, *NBC*, *CARTER HIGH* was an official selection for the **Pan African Film Festival 2016**.

CARTER HIGH is written & directed by Arthur Muhammad, produced by Greg Ellis (*former Dallas Cowboys and Oakland Raiders defensive end*) Kelly Gray & Ty Walker.

The film stars Vivica A. Fox (*Independence Day, Set it Off, Kill Bill*), Charles S. Dutton (*Longmire, Gothika, Bessie*) And Pooch Hall (*Ray Donovan, The Game*). Also Stars American Rapper, Record Producer & Actor David Banner (*The Butler, Ride Along*).

RATED “PG-13”

CARTER HIGH is the emotional, gripping and ultimately uplifting true story that features Charles Dutton as the caring and dedicated real life Carter High Football Coach, Freddie James. Dutton as Coach James challenges and inspires his team to be their best and overcome tremendous difficulties to reach their ultimate goal of winning a state championship. As parents and community leaders come together to support the youth through their hardships, the team becomes the hero of the community. When the actions of a few student athletes attraction to the dark side of teenage temptations results in unforeseen outcomes. The lives of the team, their parents, friends and entire community are staggered, but remain steadfast.

Emotional, Inspiring and Thought Provoking. A film that should be seen by All families with “tweens” and teenagers.

Depicting a story of hope triumphing over despair, of courage and faith overcoming fear and of victory prevailing over adversity, *CARTER HIGH* is designed to encourage and uplift audiences.

Carter High represents the gift of a a caring coach and a community coming together in many ways in the face of a tragedy; providing hope, love, and courage.

“A triumph! Exhilarating, insightful and genuinely heartfelt! It will make you cheer and weep! Perfect entertainment for the whole family!”

CARTER HIGH was shot entirely on location in Dallas, TX.. Real life Carter High School coach Freddie James joins cast as the team bus driver.

Writer/Director Arthur Muhammad, a former Carter High football player displays his versatility by drawing spirited performances from a cast of both seasoned professionals and newcomers to the screen.

Website: www.CARTERHIGHMOVIE.com

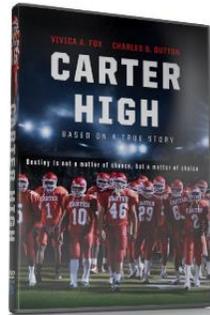
Twitter: <https://twitter.com/carterhighmovie>

Instagram: <https://www.instagram.com/carterhighmovie/?hl=en>

Facebook Page: <https://www.facebook.com/carterhighthemovie/>

Press Site: <http://www.bespokemediamarketing.com/media>

For the latest news and updates regarding **CARTER HIGH**, please visit: www.carterhighmovie.com



CARTER HIGH – DVD

Street Date: August 2, 2016
Genre: Family/Sports Drama
Running Time: 110 minutes
Rating: PG-13

Novus Content.

NOVUS Content was created to provide alternative distribution solutions for Indie filmmakers. Our management team has over 20 years experience in the film and television industry and understands the obstacles and challenges for the independent filmmakers. We are designed with the independent filmmaker in mind. Here at NOVUS our philosophy is your film is your property, and therefore as the filmmaker you're entitled to have control over the direction of your film when it comes to distribution. For more information, please visit www.novuscontent.la.

About GVN Releasing

GVN is an independent distributor of crossover micro-targeted (urban/women/faith-and-family) feel good content. With its seasoned and sophisticated executive team having over 30 years of combined experience in the entertainment industry, the Company excels at the acquisition and exploitation of feature films suitable for theatrical, physical, digital, and television distribution. Specifically we target independent films that: (1) have significant social media relevance to the micro-targeted demographic; (2) deliver high production value; and (3) that can be released using our multi-platform distribution strategy. For more information, please visit www.gvnreleasing.com.

About Arthur Muhammad

Arthur Muhammad brings a wide-ranging career in film, from *writing, producing and directing* film, video shorts to documentaries. Arthur drew his inspiration for this adaptation from his experience as a player on the actual 1988 team. This feature illustrates his storytelling ability throughout the emotional retelling of events that impacted him and shaped the lives of his fellow teammates. His vision, passion and drive towards film making is immediately evident in Carter High. For more information, please visit www.sweetchariotfilms.com.

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