



GOOD SAMPLE PRESS RELEASE:

- Important data appears in the headline, sub-head and first paragraph
- Uses time sensitive info to create urgency
- Short and easy to read sentences
- Contact data is easy to find
- Quote provides interesting details
- Gives quick overview of previous credits & background

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FOR IMMEDIATE RELEASE

Actor WILL BLAGROVE Fights for Redemption in “COST OF A SOUL”

Gritty Tale Wins Theatrical Release Beginning May 20, 2011

Hollywood, CA (April 5, 2011) – Actor WILL BLAGROVE stars as a veteran returning to the war-zone of his slum neighborhood in the new crime-drama, COST OF A SOUL, releasing in theaters on May 20, 2011.

The indie film and Blagrove’s riveting performance first gained momentum on the festival circuit, which culminated by earning a 50 theater nationwide release as the winner of Relativity Media’s Rogue and AMC’s ‘The Big Break Movie Contest’.

From new filmmaker/writer Sean Kirkpatrick, COST OF A SOUL follows Tommy Donahue (Chris Kerson) and DD Davis (Blagrove), two wounded veterans returning home from Iraq to the slum neighborhoods they grew up in. While Tommy meets his disabled daughter for the first time, DD struggles to make an honest living, learning that his older brother has risen to become the neighborhood kingpin and his younger brother is headed down the same path. As both men struggle for redemption, their own families become entangled in a web of crime, corruption and violence.

Blagrove is excited this story is getting a chance to be told, commenting "I am very proud to be part of such an important film, which tackles the issue of soldiers coming home from war who continue to fight wars at home. I hope my character, DD Davis, impacts young people in a positive way."

Blagrove comes fresh off the James L. Brooks romantic comedy “HOW DO YOU KNOW,” earning big laughs as Owen Wilson’s teammate and philosophical love advisor. And, he recently finished working with acclaimed director Spike Lee in a commercial campaign for the United Negro College Fund.

A Queens, New York native, Blagrove started out as a Pre-Law graduate from St. John’s University, but after creating and starring in his own theater productions, and being elected Vice President of the school’s theatre community, he couldn’t shake his passion for acting, so he headed for Hollywood and hasn’t looked back.

Will Blagrove is represented by JKA Talent (Agent) and VS Talent Group (Manager).

For additional information about WILL BLAGROVE visit: www.WillBlagrove.com

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BAD SAMPLE PRESS RELEASE:

- Important information does not stand out
- Long and difficult to read
- Contains spelling and grammatical errors
- Written with more than one font and format
- Quotes don't add any new information and quoting other media reviews are not appropriate in a press release
- Missing contact information
- Too much background about previous projects

FOR IMMEDIATE RELEASE

Will Blagrove Stars in "Cost of a Soul"

From new filmmaker and writer Sean Kirkpatrick, COST OF A SOUL is releasing in theaters on May 20, 2011.

Actor WILL BLAGROVE will be starring in the new Crime Drama; which follows Tommy Donahue (Chris Kerson) and DD Davis (Will), two wounded Veterans coming home from Iraq to the slum neighborhoods they grew up in which are not much better than the worn-torn neighborhoods they joined the military to escape from. Tommy returns to his wife, Faith, whom he abandoned while she was pregnant to escape a life of crime. Tommy meets his disabled 6 year-old daughter, Hope, for the first time, and she begins to melt his frozen heart. All the while DD struggles to make an honest living, learning that his older brother, Darnell, has risen to become the neighborhood kingpin. DD faces the pressure to save his younger brother, James, who is following in Darnell's dangerous foot steps. As both Tommy and DD struggle for redemption, their own families become entangled in a web of crime, corruption and violence.

Blagrove comments, "I am happy to have been cast in the role of DD Davis. I really enjoyed working on the film and everyone involved was great to work with."

COST OF A SOUL and Blagrove's riveting performance first gained momentum on the festival circuit, which culminated by earning a 50 theater nationwide release as the winner of Relativity Media's Rogue and AMC's 'The Big Break Movie Contest'.

"*Cost of a Soul* THRILLS! The first feature from Sean Kirkpatrick, a rising talent..." – Gerald Wright, HBO Presents NYILFF

"Haunting imagery combined with unforgettable performances and a powerful writing/directing debut by Sean Kirkpatrick make for a startling tale where the demons we fight at home may be worse than those we face on foreign soil." – Michael Rahbel, Director of the Cinequest Film Festival

Will was recently in the James L. Brooks romantic comedy "HOW DO YOU KNOW," earning big laughs as Owen Wilson's team mate and philosophical love advisor, also costarring Reese Witherspoon, Paul Rudd and Jack Nicholson. Released in theaters in December 2010 by Sony Pictures, HOW DO YOU KNOW follows former athlete Lisa Jorgenson (Witherspoon), feeling a bit past her prime at twenty-seven and caught in the middle of a love triangle, as a corporate guy in crisis (Rudd) competes with Lisa's current, baseball-playing beau (Wilson) for her affections. When Wilson turns to his teammates for help, it's Blagrove that steps in as the voice of reason, offering his romantically challenged buddy some much needed love advice.

Blagrove was happy at the chance to show off his comedy chops in HOW DO YOU KNOW, especially in such amazing company, explaining, "Working with this cast and crew was a really rewarding experience. We had a lot of laughs on the set."

And, Will recently finished working with acclaimed director Spike Lee in a commercial campaign.

A Queens, New York native, Will's previous film/TV credits include: "Law & Order SVU," *Gossip Girl*, and daytime drama *All My Children*; and stage credits include: "A Midsummer Night's Dream", *The Dutchman*, and *Laila Layla*. He started out as a Pre-Law graduate from St. John's University, but after creating and starring in his own theater productions, and being elected Vice President of the school's theatre community, he couldn't shake his passion for acting, so he headed for Hollywood and hasn't looked back.

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