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Awaken Pictures, Inc.

Press Release

For Immediate Release

Eastern Carolina Film Company Premieres Hurricane Floyd Documentary on Google Video

NEW BERN, N.C. – Awaken Pictures, Inc., an emerging movie, television, and documentary production company, premiered “Flood”, its first project about faith and courage in the face of adversity, on Google Video on January 1st 2007. “In this day and age, with the technology that is available at just the click of a mouse, there’s no telling who our project will now touch,” said Tom Swift, president of Awaken Pictures, Inc.

“Flood” is a documentary about a wounded community coming together for more than three days and nights, surrounded by devastation and storm damage, and fighting to keep out rising flood waters from a rural church in North Carolina. The documentary follows the perseverance of Tabernacle Free Will Baptist Church members whose lives were devastated by the “Flood of The Century,” the aftereffects of Hurricane Floyd that swept through Eastern North Carolina in 1999. The storm claimed more than 50 lives, while causing more than six billion dollars in damage.

The Kinston, N.C. church was featured in Life Magazine’s The Year in Pictures, and the documentary puts human stories to those images with interviews with church members, local emergency officials, and Skip Waters, WCTI TV-12’s Chief Meteorologist.

Tom Swift, also the writer and director of “Flood”, has brought what he calls a “universal story of faith and community” to the big screen on a local level. Swift covered the church as a television news photographer in 1999 and was very moved by their story. He says that out of all the courageous stories he covered, and there were many during Floyd, this was one that has really stayed with him over the years.

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Swift began production of the documentary in 2004, and says he couldn't have made it without the aid of those working behind the scenes with him. This includes the co-producers - his wife, Angela Swift, and Dan O'Connell, who also serves as director of three half-hour newscasts at WCTI - and the professional marketing skills of Kim Ream, who designed the movie poster and other important promotional elements of the project from Texas. Swift counts his blessings for all valuable insight they brought to the filmmaking process. Swift points out that making this film was also a matter of "perseverance". He says doing the interviews was the easy part. "The reenactments and post production process were the greatest challenge." But shooting reenactments of firemen wading through stormy floodwaters at night brought back the "excitement of filmmaking" for him.

He recounts how the South Wood Fire Department in Lenoir County graciously used their trucks, hoses, a boat, and a fully-manned staff to simulate a downpour and rescue effort. Flashing emergency lights added to the reenactment -- making the scene more like a crisis situation so common during a real flood. They were directed by bullhorn from the banks of the Neuse River.

"It looked so real that a local man came by who thought something terrible had happened in the river. Thankfully it was all staged... but it really brought the danger of hurricane rescues to life," Swift said. In light of the recent massive crisis of Hurricane Katrina, Swift believes that this documentary couldn't have been released at a better time. "It has a message that can speak to those who are suffering in places like New Orleans -- a message that by faith, it is possible to get through even the worst of times," said Swift. "I really believe a message of a community overcoming one of North Carolina's worst natural disasters in history can speak to those going through this horrible catastrophe at this time and to those impacted by future disasters."

There have been live screenings of "Flood" throughout local counties in Eastern Carolina and Swift has also submitted it to various television outlets in hopes to air the film there. But streaming it through the Internet has the potential to reach its largest audience. This version of "Flood" which now appears on Google Video is actually a special outreach version, which Swift hopes will be a tool used to reach out to Natural disaster victims or even people who are caught in the despair of the storms of life. A DVD release is currently in the works.

To watch the Google Video broadcast of "Flood", link to: <http://video.google.com/videoplay?docid=-8303985376157023092> or visit Awaken Pictures on the web by logging onto www.awakenpictures.com to link from there.

About Awaken Pictures, Inc.

Awaken Pictures produces family-friendly documentaries, movies and television shows promoting positive stories of faith, inspiration, and adventure, without the excessive violence, sexual conduct, and profanity so common in today's media. Its goal is to use state-of-the-art production values, great stories, and cutting edge technology to prove that good movies are possible today, making a positive and necessary impact on today's culture.

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