

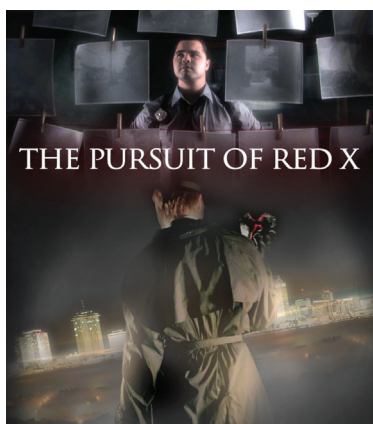


PRESS RELEASE FOR IMMEDIATE RELEASE

20 DECEMBER 2012

The Pursuit of Red X and many other local films
to premiere at the Third Street Film Festival

On December 28 & 29, many local filmmakers will convene at The Shaw Center in downtown Baton Rouge to celebrate the 2nd annual Third Street Film Festival. The film, *The Pursuit of Red X*, will premiere Friday at the event. It is a full length feature filmed in entirely in Baton Rouge and the surrounding areas. The filmmaker, Jesse Seidule, took especially high risk in making it a dramatic crime musical.



The Pursuit of Red X has a runtime of 79 minutes and includes 19 songs. The story takes place in New Orleans in the late 1980s. It was created with no budget other than what came out of the shallow pockets of the production company. Despite running into production issues throughout the process, they completed the film late in 2012.

In late 2010, the film project appeared to be permanent limbo. The owners of the original production company, Jesse Seidule and Matt Hathcox of Shylight Productions, ended all works due to outside projects. It was then that Seidule Films was formed by one half of Shylight, Jesse Seidule. Their first project was a television pilot called *Lights*. This television pilot entered the 2011 Third Street Film Festival and won the Festival Choice Award.

After *Lights*, Jesse Seidule wanted to return to working on features. He reworked the "Red X" project to a point where it could be completed. This meant mixing footage filmed in 2009 and 2010, and adding footage from 2012 into an entirely new story line. The 2012 production schedule lasted two months.

Now, with the 2nd annual Third Street Film Festival days away, Seidule Films and many other local film groups including Hedges Pictures and Timecode:NOLA await two nights to remember. The film festival aims to be a staple in the film and arts development in Baton Rouge.

For more information about *The Pursuit of Red X* and/or Seidule Films, contact seidulefilms@gmail.com & visit <http://redxmovie.blogspot.com> (Press Kit online). For more information on the Third Street Film Festival, contact James Hebert at info@lafilmspot.com and visit thirdstreetfilmfestival.com.