

PRESS RELEASE

For Immediate Release

Improv Everywhere Filmmakers Have Less than 72 Hours to Reach Their Goal of \$125,000

Director Matt Adams and producer Andrew Soltys have already raised close to \$80,000 and they now seek to raise the rest using crowd-funding platform kickstarter.

MANHATTAN, NY – January 17th, 2012 – Over 1,160 individuals have pledged anywhere from \$1 to \$10,000 to help a feature length documentary film about New York-based Improv Everywhere reach completion. Although on it's way to becoming one of the largest campaigns in the history of Kickstarter, the project will only be funded if \$125,000 or more is raised by 11:59pm EST this Friday, January 20th. Otherwise, all pledges will be cancelled and the filmmakers are back to square one.

The campaign has already received support from a wide range of backers including Andy Milonakis, Ben Folds, Rich Sommer and YouTube's The Gregory Brothers.

Improv Everywhere Film Press Kit

While over one hundred backers have donated without claiming a reward, others have opted to receive gifts including: a DVD, Tee Shirt, Film Poster, a Private Screening, executive producer credit and even the opportunity to be a featured participant in an upcoming “mission” with the group.

For the final days of the campaign, the team has announced a series of “Twitter Giveaways.” By following their official twitter “@IEFilm” and tweeting about the Kickstarter, fans can enter to win prizes that changes daily.

The film, still in production, will be a feature length documentary which chronicles how a group of New York comedians used the internet and a few video cameras to spark a cultural phenomenon.

Improv Everywhere is most widely known for their “Frozen Grand Central” video in which hundreds of members froze in place at a predetermined time throughout Grand Central Terminal.

The Freeze has been copied in hundreds of cities across the world in every continent except Antarctica. Other popular videos include their annual No Pants Subway Ride, and their MP3 Experiments.

For more information or to schedule an interview, please contact improveverywherefilm@gmail.com.

Improv Everywhere Film Press Kit

CAST

Charlie Todd is the founder of Improv Everywhere and has produced, directed and performed in the group's work for over ten years. His pranks have been copied in hundreds of cities across the world. On YouTube, videos that he has created have been viewed hundreds of millions of times.

Aubrey Plaza is an actress/comedian who currently stars in the NBC show "Parks and Recreation" as April Lundgate. She is a veteran of New York's UCB Theater and has participated in several Improv Everywhere missions. Most notably she was featured in "Mobile Desktop" when several members of the group brought desktop PCs, including bulky CRT monitors to a Starbucks just as patrons might use portable laptops.

Ben Folds is a singer-songwriter and record producer who has toured the world with his band "Ben Folds Five" and as a solo artist. In 2002, Charlie Todd impersonated Ben Folds at a bar in the east village of NYC and convinced an entire bar that he was Ben Folds. 5 Years later, Ben found out about the prank, contacted Charlie Todd and invited Improv Everywhere to help him pull a couple pranks at his live shows in NYC.

Nick Kroll is an comedian / actor best known for co-starring as Ruxin in the FX sitcom, "The League." In 2006, he appeared in Improv Everywhere's window spectacle, Look Up More where with over 70 other participants all dressed in black. The prank was also featured the pilot episode of This American Life.

Improv Everywhere Film Press Kit

Andrew Milonakis is a comedian and rapper known for creating and starring in The Andy Milonakis show on MTV. In 2005, while taking classes at the Upright Citizens Brigade theater, he attended the No Pants Subway Ride with friends and filmed the event with a mini-dv camera.

Eric Appel is a writer and director known for his work with Funny Or Die and MTV's Human Giant and Death Valley. He was a frequent participant at IE events and was in the Improv Everywhere pilot episode produced by NBC.

CREATIVE TEAM

Matt Adams (Director) has been producing successful internet videos for years from his Brooklyn studio since 2005. He has been the key filmmaker behind Improv Everywhere's videos which have exploded online and have been viewed hundreds of millions of times. In 2009, Matt and Improv Everywhere founder, Charlie Todd won the audience choice award for Babelgum's prestigious Metropolis Art Prize.

<http://mattadamsapple.com/>

Katie Sokoler (Producer) has been the principle photographer for Improv Everywhere for over five years and is a photographer, street artist and blogger who runs the popular website, ColorMeKatie.com.

<http://colormekatie.blogspot.com/>

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Andrew Soltys (Producer) is a writer / producer out of New York who has worked with Improv Everywhere since moving the city in 2009. He also freelances for CollegeHumor, the Chris Gethard Show and NBC's 30 Rock.

<http://andrewsoltys.com/>

CURRENT PRESS

AV Club: **Aubrey Plaza and others make a convincing case for donating to the Improv Everywhere documentary**

"...you'll also get the satisfaction of knowing that you're in the company of Improv Everywhere veterans like Ben Folds, Nick Kroll, Mad Men's Rich Sommer, and Aubrey Plaza, who extol the project's virtues in the below teaser. Aubrey Plaza says you should do it, so do it"

<http://www.avclub.com/articles/aubrey-plaza-and-others-make-a-convincing-case-for%2C66922>

Vulture: **Help Fund an Improv Everywhere Documentary**

"They've conquered the Internet and bled into all corners of popular culture (movies, TV, advertising, Oprah!!!), so why wouldn't you help fund the documentary for Improv Everywhere?"

<http://nymag.com/daily/entertainment/2011/12/improv-everywhere-documentary.html>

Time Out New York: **Improv Everywhere doc director's five favorite pranks**

"Now there's a behind-the-scenes documentary in the works and a

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Kickstarter campaign to fund it. The feature-length movie aims to document a mission from conception to execution, as well as interview people who have been involved with Improv Everywhere over its ten-year run, such as Parks and Recreation's Aubrey Plaza, musician Ben Folds and comedian Nick Kroll."

<http://newyork.timeout.com/things-to-do/own-this-city-blog/2442079/improv-everywhere-doc-directors-five-favorite-pranks>

Splitsider: Start Getting Excited to Watch the Improv Everywhere Movie

"Here's a pretty cool Kickstarter video for the Improv Everywhere movie, a feature-length documentary about the people and process behind the no-pants subway ride, the tuxedo-ruining Black Tie Beach, Mall Santa Musical, frozen Grand Central, and approximately one kagrillion other heart-warming and day-making pranks."

<http://splitsider.com/2011/12/start-getting-excited-to-watch-the-improv-everywhere-movie>

Crushable: You Can Help Fund Improv Everywhere's Documentary (Which Features Aubrey Plaza And Nick Kroll)

"You may not recognize Improv Everywhere by name, but you know their pranks: They're the guys responsible for that great video of Darth Vader interrogating Princess Leia on the New York subway, the surprise wedding reception for a random pair of newlyweds, or the annual No Pants Subway Ride."

<http://crushable.com/entertainment/improv-everywhere-documentary-kickstarter-762>

Improv Everywhere Film Press Kit

FlavorWire: **Aubrey Plaza Wants You to Support the Improv Everywhere Doc**

“Like most people who have experienced one of Improv Everywhere’s crazy “missions,” whether firsthand or through a viral video, we’re huge fans of the New York City-based prank collective; that’s why we’re excited to hear that they’re working on a feature-length documentary that will give viewers a behind-the-scenes look at the group founded by Charlie Todd back in 2002.”

<http://flavorwire.com/244067/aubrey-plaza-wants-you-to-support-the-improv-everywhere-doc>