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**MADELEINE SACKLER'S *THE LOTTERY* TO OPEN IN THEATRES ON
MAY 7TH**

NEW YORK (January 19, 2010) *The Lottery*, a suspenseful and emotional film about the crisis in public education by producer-director Madeleine Sackler, will have a theatrical release beginning May 7, 2010 through Zipline Entertainment.

The Lottery follows four families as they flee their assigned public schools and enter a high stakes and low odds lottery for acceptance into a Harlem charter school. A heartbreaking look at parents who will not accept failing schools for their children but may have to, *The Lottery* exposes the backwards politics and nefarious agendas of politicians and special interest groups who stand in the way of improving a failing public school system.

"I wanted to show that we do not have to accept failure, because some schools are proving that all kids can succeed if given the chance. Parents know the difference and apply in droves to the better schools. The tragedy is that the demands of adults are getting in the way of the needs of kids," said Sackler. "Where you're born is a lottery. Going to a great school shouldn't be."

Interviewees include Mayor Cory Booker, Chancellor Joel Klein, Public Advocate Betsy Gotbaum, Harlem Success Academy founder Eva Moskowitz, Harlem Children's Zone President and CEO Geoffrey Canada, Achievement First co-CEO Dacia Toll, and New York Times Magazine editor Paul Tough.

"This is a New York story about a national crisis," says producer James Lawler. "Through four beautifully told human stories, it poses the question, do we really want an America where we've institutionalized the failure of thousands of schools?"

The Lottery team will begin a comprehensive outreach program focused around activating students, teachers, and organizations to demand change. The website (www.thelotteryfilm.com), live on January 18, Martin Luther King Jr. Day, launched the trailer for the film and features a growing list of resources for interested teachers, mentors, students, and parents struggling to find the best education options for their children. Visitors to the website can also demand that the film play in their area. *The Lottery* was produced by Blake Ashman-Kipervaser and James Lawler, and co-produced by Erin Lanuti.

Erin Lanuti
President
Blink Entertainment
212-727-2185