

# PRESS RELEASE

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For immediate release

## **Crowdfunded documentary SOUND IT OUT raises finance for theatrical tour**

**Jeanie Finlay's heartwarming feature doc SOUND IT OUT has received support from over 400 backers on crowdfunding website IndieGoGo and will now embark on a theatrical tour of UK cinemas in November and December.**

SOUND IT OUT, the Official Film of Record Store Day, is a documentary portrait of the very last surviving vinyl record shop in Teesside, North East England and a distinctive, funny and intimate film about men, the North and the irreplaceable role music plays in our lives. The film's subject, Sound It Out Records, is a cultural haven in one of the most deprived areas in the UK and the film documents a place that is thriving against the odds and the local community that keeps it alive.

Director Jeanie Finlay grew up three miles away from Sound It Out Records and it helped to shape her love of music and started a life-long minor obsession with vinyl. Jeanie wanted to make this film because as an independent vinyl record shop, Sound It Out Records is one of a very endangered species; over the last five years over 500 independent record shops have closed and Jeanie and her filmmaking team wanted to capture the shop and all that it means to people on film for posterity.

Jeanie comments, "SOUND IT OUT is an intimate film about a small shop on a small street in a small town where I grew up. Sound It Out Records helped to shape my love of music and when I decided to sell my record collection to help fund my wedding, Tom who owns the shop was horrified. I decided at that point there was a real story to tell about Tom's shop, and it's a story that's about so much more than vinyl."

The film will screen at over 20 cinemas with a special gala screening at Broadway Cinema in Nottingham, where Jeanie's production company Glimmer Films is based and the film was edited.

Screenings will include intros and Q&As with director Jeanie Finlay along with performances from bands that feature in the film, guest DJs and other events. Full details via the [SOUND IT OUT website](#).

### **Theatrical tour dates:**

Thursday 3 November - Broadway Cinema, Nottingham  
Monday 7 November - Hyde Park, Leeds  
Tuesday 8 November – York  
Thursday 10 November – Liverpool  
Thursday 10 November – MAC, Birmingham

Saturday 12 November – Future Artists screening, Manchester  
Monday 14 November – Southampton  
Tuesday 15 November – Duke of York, Brighton  
Wednesday 16 November – Glasgow  
Thursday 17 November – Cameo, Edinburgh  
Friday 18 November - Phoenix Square, Leicester  
Sunday 20 November – Chapterhouse, Cardiff  
Thursday 24 November – Exeter  
Friday 25 November – ICA, London (week run)  
Monday 5 December – Lexi, London  
Tuesday 6 December - Greenwich, London  
Tuesday 6 December – QUAD, Derby  
Wednesday 7 December - Ritzy, Brixton

The theatrical tour is running in conjunction with Picturehouse Cinemas, with additional bookings by the ICO and is supported by the BFI.

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High resolution images can be downloaded from the Press Kit section of the [SOUND IT OUT website](#). For interview requests please contact Sally Hodgson at [sally@pipocapictures.com](mailto:sally@pipocapictures.com) or by calling 07974 563697.

## **NOTES TO EDITORS**

### **About SOUND IT OUT**

Director: Jeanie Finlay (Glimmer Films)

Running length: 74mins

Country and year of production: UK, 2011

Classification: 12A

World premiere: SxSW 2011

UK premiere (joint): Sheffield Doc/Fest and Edinburgh International Film Festival 2011

Official Film of Record Story Day April 2011

[www.sounditoutdoc.com](http://www.sounditoutdoc.com)

[www.facebook.com/sounditoutdoc](http://www.facebook.com/sounditoutdoc)

Twitter: @sounditoutdoc

During 2010/11 over 400 people supported the production, post-production, SxSW premiere and the theatrical tour of SOUND IT OUT on crowdfunding platform IndieGoGo in return for perks including posters, stickers, badges, custom jewellery, portable turntables, boutique DVDs, mystery vinyl and production credits. Everyone who backed the film received a personalised video dedication on the film's Facebook page.

The finance raised through IndieGoGo for the theatrical tour will enable the release of a limited edition four track vinyl EP featuring bands from the film.

Glimmer Films received an award from the BFI's P&A Fund to support the release of SOUND IT OUT. In November SOUND IT OUT will be available through Dogwoof's Pop-Up Cinema scheme and will be available to book through the British Federation of Film Societies in early 2012.

Dogwoof will release SOUND IT OUT on DVD and iTunes in 2012.

"Hilarious and heartwarming." NME

"Like a mint pressing in a bargain bin, SOUND IT OUT is a rare find." New York Times

"A winning combination of High Fidelity and American Splendor." The Guardian

### **About Jeanie Finlay**

A British artist and filmmaker who makes documentaries for the cinema, broadcast and gallery spaces. Jeanie is obsessed with music and this passion runs through all her work. Previous documentary work includes GOTH CRUISE for IFC (75 mins), the most downloaded title ever on IFC), the critically acclaimed Teenland for BBC4 (60 min) and the award-winning interactive documentary Home-Maker. Jeanie is currently in co-production on two new feature documentaries with Met Film; THE GREAT HIP HOP HOAX for BBC Scotland and BBC Storyville and ORION: THE MAN WHO WOULD BE KING. Jeanie set up her production company, Glimmer Films in 2008 and is based at Broadway Cinema in Nottingham. She was named one of the 'New Faces of Film' by The Guardian in 2011 and a 'Star of Tomorrow' by Screen International. For further info see: [www.jeaniefinlay.com](http://www.jeaniefinlay.com)

### **About IndieGoGo**

For more information see [www.indiegogo.com](http://www.indiegogo.com).