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## "A Deeper Shade of Blue" Brings Greatest Surfing Story Ever Told to U.S. Cinemas This March

*NCM<sup>®</sup> Fathom Events, New World Distribution & Hawaiian Airlines Present Dazzling One-Night Event Featuring Musical Performance from Jack Johnson and Discussion with Icons of Surfing Culture in Select Theaters on March 28*

CENTENNIAL, Colo.--(BUSINESS WIRE)-- Riding a wave of praise as the "greatest surfing story ever told," filmmaker/director Jack McCoy's "[A Deeper Shade of Blue](#)" will barrel into movie theaters nationwide this spring in a special one-night event presented by NCM<sup>®</sup> Fathom Events, New World Distribution and Hawaiian Airlines. Broadcast to select U.S. cinemas on Thursday, March 28, at 7:30 p.m. local time, the groundbreaking film will be preceded with a special welcome from the red carpet premiere in Hawaii with music by Kaukahi featuring **Jack Johnson**. Following the film, McCoy will be joined by world-renowned surfing legends as they discuss the evolution, the culture and the impact of surfing from its beginnings to today's billion-dollar-a-year global industry. Panelists include Kathy Kohner, the inspiration for movie and TV's "Gidget," and legendary surfing sensations Jamie O'Brien, The Marshall Brothers, Derek Hynd, Marti Paradisis, Terry Chung, Jordy Smith, Tom Wegener and Teachupoo big wave rider Manoa Drollet. Audiences will also be treated to a screening of the McCoy-produced music video for **Sir Paul McCartney's** exclusive soundtrack contribution, "Blue Sway."

Tickets for "**A Deeper Shade of Blue**" are available at participating theater box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com). For a complete list of theater locations and prices, visit the NCM Fathom Events website (theaters and participants are subject to change). The event will be broadcast to nearly 350 select movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#).

McCoy, producer of epic surfing films for the last 40 years, has created his most iconic picture yet with "**A Deeper Shade of Blue**," which explores the epic nature of the sport, its roots, the history of surfing culture, and the technology of the surfboard. It also describes how two female surfers played a largely significant role in surfing's rise to worldwide fame — Hawaiian Princess Kaiulani, who resurrected surfing in the late 1800s, and Malibu surfing legend Kathy Kohner aka "Gidget," who brought surfing to the masses in the late 1950s. The film also features the Queen of Makaha, Rell Sunn, who was the first female lifeguard in Hawaii and started the Women's Professional Surfing Association.

"It's an incredible honor to bring my latest love letter to the sport and culture of surfing to the big screen," said McCoy. "With so many fellow surfers, musicians and fans contributing their passion to this unique story, it's going to be an unforgettable night."

Surf enthusiasts will dive in as they experience McCoy's innovative videography that captures stunning underwater imagery using an underwater jet ski. The film brings together surfers and surfboard builders across the history of surfing from the beginnings in Hawaii to the wave pools and tow-assisted big wave riding of today. Featured surfers share their stories, waves and magical connection to a common culture that's rooted in the Hawaiian tradition of Aloha and is now a global phenomenon.

Set to inspire surf fanatics and non-surfers alike, "**A Deeper Shade of Blue**" is driven by an exhilarating soundtrack that includes Foo Fighters, Coldplay, Paul McCartney and Youth, Kaukahi featuring Jack Johnson, Iggy Pop, Sheila Chandra, Powderfinger, Coryell Auger Sample Trio, Children Collide, BigB, Angus and Julia Stone, Gabrella Roth, and many others.

"I first saw Jack's work when it was sent to me by a friend of mine, the Producer Chris Thomas, and I was blown away with the stunning spectacle of Jack's work," said Sir Paul McCartney. "Now that I've gotten to know him, I enjoy what he does even more and value greatly his contribution to the world of surfing."

"**'A Deeper Shade of Blue'** will give audiences a front-row seat to the world's oceans in all their glory, with some of the biggest waves, fearless surfers and eye-opening stories from the entire history of surfing," said Dan Diamond, senior vice president of NCM Fathom Events.

Director Jack McCoy's 25 film credits, including "Storm Riders," "Occy," and "Blue Horizons," have made him a star in the surf world. For more information about "**A Deeper Shade of Blue**," visit [www.adeepershadeofblue.com](http://www.adeepershadeofblue.com).

### **About National CineMedia (NCM)**

National CineMedia ([NCM](#)) operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The [NCM Cinema Network](#) and [NCM Fathom Events](#) present cinema

advertising and events across the nation's largest [digital in-theater network](#), comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC), and other leading regional theater circuits. NCM's theater advertising network covers 183 Designated Market Areas® (49 of the top 50) and includes over 19,300 screens (approximately 18,500 digital). During 2012, approximately 710 million patrons attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) live digital broadcast network ("DBN") is comprised of over 740 locations in 172 Designated Market Areas® (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 41 entertainment-related websites, online widgets, and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.6% interest in and is the managing member of National CineMedia LLC. For more information, visit [www.ncm.com](http://www.ncm.com) or [www.FathomEvents.com](http://www.FathomEvents.com). (NCMI-E)

### **About New World Distribution**

New World Distribution is a team of film executives, producers, directors, screenwriters, media and marketing professionals with one goal—to provide independent producers of film and television the opportunity to be seen and heard. New World is a full - service development-through-distribution entertainment company designed to exploit new avenues of financing, uncompromised creative project development, and existing & emerging global distribution platforms to bring high-quality media content to the widest possible audience. New World is distinguished by its ability to interweave seasoned business fundamentals with the newest evolutions in how content is received and purchased. International markets (particularly the lucrative and fast-growing Asian & Pacific Rim markets) are not an afterthought, but an important new frontier. The latest innovations in distribution technology (VOD, internet streaming, mobile devices, etc.) are built into the foundation of New World, maximizing existing financial streams and providing a competitive edge against slower, more orthodox entertainment companies. New World Distribution not only distributes film, we are also a creative, independent film and television production company. Located in Los Angeles, California, we have produced and developed numerous independent films and television shows.

For artwork/photos related to "**A Deeper Shade of Blue**," click [here](#).

Download NCM's mobile app [CinemaSYNC](#) for enhanced Fathom Events content and information.

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