

PRESS RELEASE FOR “GOOD OL’ FREDA”

*For Immediate Release
October 3, 2011*



Announcing the ‘Kickstart’ to a Long-Awaited Documentary for Beatles Fans Everywhere

"Good Ol' Freda" is the untold story of Freda Kelly, the Beatles' trusted secretary and friend throughout their rise to fame...a genuine look into the life and times of the ultimate Beatles ‘insider.’

Freda Kelly lived the dream life of every Beatles fan. She was given a front row seat and got to know The Beatles when they first arrived onto The Cavern scene in Liverpool back in 1961 – even before they met their future manager, Brian Epstein. Freda was not only fortunate enough to be one of their earliest fans, but she also became very good friends with each of The Lads. In 1962, when Epstein started representing The Beatles, Freda was offered a job as his secretary and, as they say, the rest is history. She remained their loyal secretary throughout the entire ride.

The title “Good Ol’ Freda” comes from the famous line the Beatles shouted out on their 1963 Christmas record. The remark is in reference to Freda’s job of running The Official Beatles Fan Club, which under her management grew from just a hundred people in 1961 to over 70,000 worldwide by the end of The Beatles’ run.

The film is currently seeking funding, so the filmmakers are turning to Beatles fans to help them produce it. They are using Kickstarter.com, the largest ‘sponsor’ funded platform for creative projects in the world, as a way to involve Beatles fans worldwide in making the film a reality. Rewards given to donors on Kickstarter will range from DVDs of the documentary to signed pictures from Freda’s personal collection to Executive Producer credits on the film itself. By donating to the film, Beatles fans will have a chance to become a unique part of Beatles history.

A fundraising goal of \$50,000 must be met – Kickstarter is powered by a unique all-or-nothing funding method, where projects must be fully-funded or no money changes hands. In other words, if the filmmakers don’t raise the goal of \$50,000, they lose everything. So please help spread the word! Contributions to “Good Ol’ Freda” can be made from October 3 to November 11, 2011. Easy to remember, 11-11-11! Fans can donate and watch a video created specifically for them by going to:

<http://www.kickstarter.com/projects/1215635909/good-ol-freda>

The Director of “Good Ol’ Freda” is Ryan White, the producer/director of Pelada, an award-winning documentary about a trip to 25 countries told through the lens of pick-up soccer. The film premiered at the prestigious SXSW Film Festival in 2010 and has played in over 20 film festivals worldwide. It’s been broadcast in as many countries and received rave reviews from Variety, The New York Times, and Sports Illustrated. Prior to Pelada, White had a longstanding collaboration with eight-time Emmy winner Sherry Jones.

The Director of Photography is Austin Hargrave, who shoots regularly for Sony Music and Scion A/V. Austin was staff photographer for the Daily Mirror for six years and won the very prestigious UK’s Photographer of the Year award two years in a row.

‘Good Ol’ Freda’ is scheduled for release in late 2012 or early 2013. This will be the first Beatles documentary of its kind.

For further information about this film or its Kickstarter program please contact Kathy McCabe at kmccabe44@comcast.net.