



BERNSEN TO HOLD PRIVATE SCREENING OF "25 HILL" FOR SOAP BOX DERBY CHAMPS

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July 21, 2011, Akron, OH -- On Friday evening, more than 500 soap box derby champions and their guests will get a special treat: a private screening of "25 Hill," hosted by the movie's writer and director Corbin Bernsen. Bernsen also stars in the soap box derby-themed film, which had its world premiere at the historic Akron Civic Theatre on July 9.

The racers, who represent 43 states and seven countries, are in town for the 74th running of the All-American Soap Box Derby at Akron's Derby Downs on Saturday. They'll watch the film at the Goodyear Theater at the world headquarters of the Goodyear Tire & Rubber Company in Akron. The racers will be greeted from above by special messages on the Goodyear blimp "Spirit of Goodyear" when they arrive at the theater.

Bernsen will introduce the film and talk to racers afterward. He is also serving as the grand marshal of the All-American Soap Box Derby parade of champions on Saturday morning.

"I didn't get to watch much of the derby last year because we were filming it," said Bernsen, who shot some of the film's key scenes during the actual 2010 championship race. "I've been looking forward to this all year."

"While the Goodyear Theater is not normally used for non-company events, we were thrilled to open it for the derby champions," said Ed Markey, Goodyear's vice president of corporate communications. "The All-American Soap Box Derby is a part of the fabric of Akron and Goodyear is proud to be a long-time supporter."

"25 Hill" tells the story of 11-year-old Trey Caldwell, played by Nathan Gamble ("Dark Knight", "Marley & Me"), who loses his soldier father (played by Timothy Omundson of "Psych") to the war in Afghanistan before the two can finish building Trey's soap box derby racer. Bernsen plays an embittered former derby champion who reluctantly helps Trey build his car and race it to victory. Trey qualifies to travel to Akron for the world championship only to find the event has been cancelled because of financial problems. It's then that Trey shows his true, winning spirit.

The story was taken from the real-life headlines about the All-American Soap Box Derby's large debt loans and lack of a title sponsor for the past three years. The organization is now in the black, thanks in part to money donated by 25 Hill Akron Filmworks – the group of investors who financed the film. The derby received a portion of all funds raised to make the film and will receive a percentage of its profits. More information about the film is available at www.25hill.com.

A special Derby Edition DVD of "25 Hill" is available exclusively at all Acme Fresh Market stores until Aug. 2.

The 74th All-American Soap Box Derby begins with Opening Ceremonies at 8:30 a.m. on Saturday, July 23 at Derby Downs in Akron. Racing begins at 9 a.m. Tickets are \$5 each and available on the derby's website (www.aasbd.org) and at the gate on race day.

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Note to editors: The event is NOT open to the public. The derby champions were given tickets to the event inside the informational packets given to them on their arrival at Derby Downs. Media members who wish to cover the 6:30 p.m. event must contact Mary Ethridge at maryethridge@gmail.com or 330-687-2445.

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