

# PRESS KIT

**Play On** The Rugby Movie



**Play  
On**

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

# Key Contacts

## Movie Cast & Crew

A FIRST FIVE FILMS PRODUCTION A FILM BY ALBERT DEKIN & DAVID STORY  
"PLAY ON" STARRING ADAM GRAY-HAYWARD GILLIAN DODDS  
ANDREA FELLERS PERRIN HALL ARI BAVEL DAVE ROGERS IVAN LOPEZ-MUNIZ  
AND CHARD HAYWARD

COMPOSER SHAWN CLEMENT DIRECTOR OF PHOTOGRAPHY HARRY FRITH  
EDITOR GREGORY HOBSON SCREENPLAY ALBERT DEKIN & DAVID STORY  
PRODUCER ALBERT DEKIN DIRECTOR DAVID STORY 2010 FIRST FIVE FILMS, LLC

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# Reviews & Awards

“Just saw the movie... I love it!!! All those portrayals of the amateur rugby!! The jerseys, the collect, the “staduim”... So real!!!! Love it, love it, love it!!!!” - Paco Guerra (Facebook Fan)

“Excellent movie thanks for giving space to rugby at the movies!” - Daniel Castrilón (Facebook Fan)

“Watching Play on made me miss the old man back home” - Bruce Fulford (Facebook Fan)

“LOOOVE THIS FLICK.” - Bruce Fulford (Facebook Fan)

“This movie is much funnier than expected. Well done! Watched on iTunes, very cool.” - Mike OBrien (FaceBook Fan)

“Just watched “Play On”. Loved it. enjoyed the story, the cinematography, and the action. Great Scottish locations. Nice job Dave Story! Cheers to all of those who had a hand in this movie. Play on!” - Norm Allendorph (Facebook Fan)

“Great movie, a must see for any rugby fan. Any grass roots rugby player will really relate to the characters in the Wanderers team.” - Mike James (Facebook Fan)

“Classic movie with great footage and impressive insights. A recommended view for any Rugby fan.” - Rob OLeary (Facebook Fan)

“If you like Rugby you are going to love this movie. It has a great storyline and enough action to keep you glued to your screen the whole way through.” - Bernard May (Facebook Fan)

“For those that felt Invictus was short on real rugby action, you won't be disappointed with Play On. Not only did the rugby seem incredibly realistic, but the

storyline wove in nicely with the action on the field. Great movie!” - Doug Tung II (Facebook Fan)

“Glad to have caught this movie at the premier. A very engaging story, touching characters, with some very moving moments expertly portrayed. Made me wish I'd played rugby back in the day!” - Michael Poloukhine - (Facebook Fan)

## AWARDS

**Best Feature Film Award – All Sports Film Festival**

**Best American Feature Film Nominee – Swansea Bay International Film Festival**

**Top Two Features – Landlocked Film Festival**

**Official Selection – Dances with Films Festival**

**Official Selection – Kansas International Film Festival**



# Photo Gallery / Watch the Movie

**Voucher codes** to watch the movie are supplied to the media upon request - please email [laura@inventivemanagment.co.uk](mailto:laura@inventivemanagment.co.uk) for details.



**Watch the Trailer**

**Buy from iTunes\***

\*currently available to buy from iTunes in North America. We are working hard to get it on iTunes world wide.

All the photographs within this document are available to download by clicking on the picture (it will load in your browser) then you can right click to save it to file.



# Made for the Rugby Community by Rugby Players

What a great time to be a rugby fan. Not only is coverage on television and online at an all time high, but the international rugby community is now being treated to yet another inspiring rugby movie. This one, however, is a little different as it's fully funded and made by rugby people, not Hollywood.



Last year we saw the launch of *Invictus*, a big budget film that seemed to be more about the awesome story of Nelson Mandela than capturing the spirit of the game. Another rugby movie, *Forever Strong*, did not connect with International rugby fans. The storyline, combined with some less than realistic rugby

action, meant that not everyone was convinced. *Play On* is different in that it's written, produced, and funded by rugby players. It stays true to the sport while telling a great rugby story.

It has been launched exclusively online--another first. This brings it directly to the global rugby community, and viewers are able to access the film easily and promptly at any time that suits them. The goal is to get the rugby community behind the film, then have it move to a wider audience, exposing them to the real reasons why we play and watch this wonderful team sport.



# Movie Outline

**T**here's the road less travelled. There's the road to redemption. And somewhere in between is a one-way ticket to Kansas City for wayward Scottish rugby star Keir Kilgour.

Even at the highest level, rugby players were not payed until the mid-1990s; it held on to the amateur ideal



longer than any other sport. And now, the greedy but

talented Keir and his old-school father, rugby legend Finlay Kilgour, find themselves stranded on opposite sides of that ideal. When Keir's drive for fame and money collides with his quest for love and respect from his critical father, things get ugly. Following an appalling act of selfishness, Keir flees his rugby background in a delusional pursuit of greater stardom in the high-profile world of professional American football.

When the bubble of his rash, big money dream bursts, Keir -- demoralized, broke, but too proud to return home -- stumbles upon an unlikely group of saviours, the Kansas City Wanderers. A failing second division rugby club, the Wanderers are a motley collection of weekend warriors who are amateurs in the worst sense of the word.

As the Wanderers can attest, everyone does stupid things. But, it's not always what you do that matters. It's what you do next.

Get up. Play on.



# Play On

# The Story Behind The Movie

**F**ilmed in Kansas City and Scotland, *PLAY ON* is a drama featuring the sport of rugby, often called a “hooligans’ game played by gentlemen.” The gentlemanly emphasis of the game has divided the sport for 150 years, and this divide plays a big part in the central conflict of *PLAY ON*.



Originating in the 1820s in the elite public schools of upper crust England, rugby was—for most of its existence—the most insistently amateur sport in the world. Founders of the game looked down their noses at taking money to play a sport. As a result, rugby remained amateur even after the International Olympic Committee amended its charter in 1986 and opened the Olympic Games to professional and amateur athletes alike.

In comparison, how dedicated was rugby about preserving its amateur status? Look at what happened to English hero Bill Beaumont—who had been personally honored by the queen as an Officer of the British Empire for captaining British Lions and the England team. In the 1980s, when Beaumont accepted money for both his autobiography and for co-writing a children’s book about sports and rugby legends (*The Courage Book of Sporting Heroes, 1884-1984*), the International Rugby Board (IRB) went so far as to ban him for life from the sport.

Rugby’s longtime insistence on amateurism had the effect of turning rugby teams into cooperatives. An organization like Bath Rugby Club might field elite teams with world-class players, but it operated more like a community club. International stars on a club’s top side (the “First XV”) would daily rub elbows with weekend warriors who played on the fifth side. Players throughout the club paid dues, took turns washing jerseys, and performing other club duties.

But everything changed in the 1990s. As Clint Eastwood’s movie *INVICTUS*

dramatizes, the Rugby World Cup that took place in June, 1995 galvanized all of South Africa, thanks to Nelson Mandela's unwavering support. That competition helped bring in fans across the world who had previously thought of rugby as a sport only for the ruling class. At the same time, media mogul Rupert Murdoch needed sports programming for his empire of television networks. He wanted the best rugby players in the world on his channels, and threatened to start a breakaway professional league for them. The IRB--which had gained enormous capital with the 1995 World Cup--couldn't let that momentum vanish. So to stop Murdoch's breakaway league attempt, and to face the fact that its sport was in the bigtime now, the IRB made the decision in August, 1995 to make rugby a professional sport.

The longstanding amateurism ideal fell like a house of cards. Those clubs which used to be run like cooperatives now had little choice but to perform like commercial enterprises. Top ruggers created bidding wars for their services. Many left their longtime hometown clubs to become players-for-hire elsewhere. The professional era made many young men rich, while retired players bemoaned the loss of community in the clubhouse.

Albert Dekin and David Story, the co-writers of PLAY ON, wondered what if a father and son were stranded on opposite sides of this idealistic divide? Could an

old-school father who had always played for his country, local club, and friends ever hope to understand a rugby-playing son who simply followed the money?

PLAY ON dramatizes this struggle by focusing on the friction between legendary player FINLAY KILGOUR—who starred for Scotland but had to work in a textile mill to make ends meet—and his glamour-seeking son, KEIR. In his first leading role, actor Adam Gray-Hayward plays Keir while his real-life father Chard Hayward plays Finlay. The tension between the two escalates as greedy Keir behaves more like a diva NFL wide receiver than a torch-bearer for rugby's traditional ideals. When a selfish decision in a big match leaves Keir an outcast in his family as well as his country, he must either redeem himself or seek his fortune elsewhere. After a futile attempt to pursue NFL money in America, Keir winds up in Kansas City—and on the first step of a journey to understand his father.



The full movie can be viewed at [playonthemovie.com](http://playonthemovie.com) in the form of a paid for stream, or on iTunes (currently available in North America). By signing up to watch, you will be entered into a huge prize draw to win a trip to New Zealand in October next year, just in time for the much anticipated Rugby World Cup. For the first time you, the true rugby fan, can have a direct impact on the success of a great rugby movie.



# Adam Grey Hayward Bio

Adam was born in Sydney to former Miss Australia, Sarah Gray, and Welsh actor Chard Hayward. He grew up as one of seven children in the northern suburb of Roseville in N.S.W. with his mother and step-father, Manfred Fischer. His father continued to work in both Sydney and Los Angeles, as well as remarrying and having one more son, Sean.



In 1996, Adam went to live with his father and enrolled in high school in Ventura, California. Having grown up playing rugby he switched to American

football, becoming All-State and in turn receiving a football scholarship to San Diego State University, where he studied finance and economics.

Due to his father's profession, Adam

grew up with constant exposure to the film and television industry. Consequently, upon graduating he decided to pursue his film career in Los Angeles.



Adam began studying extensively at the renowned Actors Art Theatre and appeared in numerous theatre productions. Then in

2010 he made his debut as a leading actor in the indie hit, *Play On* (2010), portraying a young Scottish rugby player living in his father's shadow. Chard Hayward, his real father, plays his father in the film.



Adam's film and television career has covered various genres, with appearances on the CW show "Valentine" (2008) and the TV pilot Limelight(2009).

He has also pursued production work both in North America and Australia.

**Trivia:**

Son of Actor Chard Hayward.

Adam's Mother, Sarah Gray, is former Miss Australia 1975.

Is a fan of English football side Liverpool FC.

Avid supporter of the Australian NRL team Sydney Roosters.



# Chard Hayward Bio

Chard was born and raised in Swansea, South Wales, just around the bay from his favorite actor, Sir Anthony Hopkins. Coincidentally Chard had the great honor of meeting Sir Anthony recently. "Not only the finest actor, but a warm and intelligent human being. Exactly what I expected, particularly from a fellow Welshman."



He has been in entertainment for over thirty five years, working in a range of different capacities, both in front of the cameras and behind. As an actor, entertainer and singer, Chard was originally trained in opera. After graduation from the National Drama Academy, he worked in Theatre, appearing in productions from Shakespeare to Tennessee

Williams, while at the same time directing touring companies.

The Hayward family moved to Sydney, Australia when he was a teenager. He finished High School there and subsequently joined the army, where he became an officer, rising to the rank of Lieutenant while he was still nineteen. But he chose not to be a career soldier and in a few short years he was starring in the most successful show in Australian television history, appearing in 896 episodes. He also hosted a live variety show, 'CHARD', and a game show, '\$30,000 TREASURE HUNT' and recorded for RCA Records.

Lead roles in the Australian films, LADY, STAY DEAD and BROTHERS brought him to the U.S. on a promotional tour where he was offered a guest starring role in the epic mini-series, The Thorn Birds. His television experience in the U.S. includes Guest Starring roles in such diverse productions as Santa Barbara; Hunter; Babylon 5 and LOST. He has also starred in films in the

United States, the U.K., Australia, New Zealand and the Philippines.

As a Producer/Director he contracted to Alan Landsburg Productions for three years, shooting the major segments for THAT'S INCREDIBLE. After also training there as an editor, his company produced and marketed a number of specials, again as diverse as FLEX APPEAL, a women's bodybuilding video marketed in conjunction with Joe Weider; THE WAY IT WAS, a series showcasing live footage from Vietnam; TEACH YOUR BABY TO SWIM, An instructional videotape based on the best-selling book by Claire Timmermans; MILL 17, A 13 part series documenting the operation and ultimate tragic closing of the biggest paper mill in Australia; and AEGEAN SOUNDS, a 13 part variety series shot on location in Athens, Greece. He also directed and edited most of these productions.

Chard's company also distributed videos and computer software in Australia. He was instrumental in opening markets around the world for Aerobics Oz Style, a highly successful daily fitness program produced in Sydney by Zero1Zero.

He moved his family from Los Angeles to Ventura nine years ago

when his older son, Adam, started High School. Adam won a football scholarship to San Diego State University and since graduating he has also become an actor and has recently starred in a feature film shot in Scotland. He played a young rugby player, Keir, living under the shadow of his legendary father, Finlay Kilgour. This was a particularly rewarding experience for both of them because Chard played his father, at his son's request. "This meant the world to me. Finlay was a wonderful character, although I admit the Scottish accent was a challenge, and working with my son was certainly one of the most rewarding experiences of my career." Chard still lives in Ventura with his 15 year old son, Sean, a very talented musician.



## David Story – Writer/Director 'Play On'

David Story is a Kansas City native who first became fascinated with rugby while watching an exhibition game that took place during halftime at a Chiefs' pre-season game the year Arrowhead opened. After first playing rugby at Dartmouth College and the University of London, Story joined first-division clubs in Kansas City, New York, and Santa Monica, CA, where he now lives. As a television producer, director, and writer, Story's work spans the gamut from biopics such as *Behind the Music*, to eye-opening documentaries such as *The Blockbuster Imperative*, and reality series such as *The Surreal Life*. His work has earned raves from *Variety*, *Associated Press*, *Rolling Stone*, and *The Los Angeles Times*. His screenwriting credentials include an MFA from the USC School of Cinema-Television/Graduate Screenwriting Program, the Jack Oakie Scholarship for Comedic Writing and experience as a motion picture analyst for ICM Talent Agency. Married with two

children, Story has also authored three guidebooks and numerous screenplays, including one about the 1924 American Olympic rugby team—the still-reigning Olympic gold medalists in the sport.



# Play On

## Albert Dekin – Writer/Producer 'Play On'

It wasn't until his senior year at Dartmouth College that Albert Dekin, a lifelong athlete, discovered the game and culture that is rugby football. The eighteen years that followed saw Al play flyhalf and fullback for first division clubs in Hartford, CT, Edinburgh, Scotland (Watsonians), Washington, D.C. and Long Beach (Belmont), CA. With tour, tournament and playing experience in thirteen different countries ranging from the United Kingdom to Hong Kong to Cuba, Al went on to represent the United States in the variant of the sport called "Rugby Sevens."

Rugby Sevens—which will be featured in the 2016 Olympic Games for the first time—demands fitness, speed, and toughness, and Dekin showcased all these attributes as three-time captain of the United States Rugby Sevens squad. His experiences playing in Scotland and with Scottish players created the foundation for the story depicted in PLAY ON. Profession-

ally, Al balanced his rugby interests with a seventeen-year career in high technology, applying sales and marketing experience developed with IBM to a range of software, Internet technology and Internet media start-ups. As a senior executive or management team member, he played key roles in the conception, development and execution of business plans, strategic partnerships, core sales and marketing strategies and fund raising. Married with three boys, Al lives in the Boston area.



# Harry Frith

## Director of photography

An Aussie transplant, Harry brings a tremendous appreciation for the spirit and intensity that define PLAY ON. His nearly twenty years of camerawork and major set operations experience spans eighteen feature films including Director of Photography roles for “Behind the Scenes” specials for The Thin Red Line, Island of Dr. Moreau and The

Phantom. His television special and documentary work has appeared on VH1, Bravo, CBS, NBC, TCM, TNT, Style, and HBO. An accomplished screenwriter as well, Harry is best known for “getting the shot” – in a moving car, from a helicopter or high atop a crane. Harry lives in Los Angeles with his wife and child.



## Shawn Lipman – Promoting ‘Play On’ through his movie promotions Company ‘Back Row Productions’

The man in charge of Play On’s distribution is former Eagle Shawn Lipman.

Shawn played on the US National Rugby Team and represented his country in over 20 international matches including 9 test matches. He played in the 1991 Rugby World Cup and has played against some of the best teams and players in the world, including the All Blacks, England and France. Shawn has toured all over the world playing rugby and has been considered one of the best players to have represented the United States. He is originally from South Africa where he represented the Transvaal Under 20 provincial team before emigrating to the United States. He has been elected to three Halls of fame for his successes in rugby and received the MVP award for his club eight times.

Shawn has over 25 years of experience ranging from heading up financial operations and operational management, to serving as

President and CEO of one of the leading health care companies in the United States.

Shawn is now the head of Back Row Productions, LLC the worldwide distributor of Play On . With his significant experience in business and the sport, he is spearheading the effort to bring this great movie to the world wide rugby community.



# Play On

## Shawn Lipman quotes

- *Primarily I am a rugby player. Everything I am today has been defined by having played this sport. When I first saw Play On, there were elements of the movie that I could truly relate to, playing in a new country, meeting new and interesting people, the crazy characters you play with. This movie captured that in a way that no other movie has been able to do in rugby.*
- *Just like Keir, I came to the US having played a very high level in South Africa. I met a motley group of players, who took me in, made me one of their own and in true rugby tradition, became my lifelong friends. Play On did a great job in highlighting that wonderful element of the game.*
- *Rugby is a game in which you cannot hide. Your team mates know who you are, and no amount of posing and talking about how good you are, will hide you from the realities of the battle you have to fight with your mates.*

*You really are only as good as your last game, and no matter what level you have played, your team mates will only respect you for what you do when you play with them. Rugby exposes the coward and the hero is all of us. I was amazed at how Dave and Al captured that in this movie.*

- *This could only be a movie written and made by rugby players, because there is no way to capture the special element of the game unless you have lived it.*



# Play On

## Chard Hayward quotes

- *Finlay Kilgour, the scourge of Scottish Rugby, was probably the most intriguing character I have ever played and working with my son was certainly one of the most rewarding experiences of my career.*
- *Apart from coming to Scotland and being in this beautiful place, the opportunity to do a movie with my son, out of everything I've ever done was a major highlight of my career. It was just fantastic to get to watch him develop as an actor and the scenes that we had together were just wonderful.*



## Scott & Gavin Hastings quotes

• *'I remember the producer Al Dekin talking to me about this project when he started filming. I had no idea that the quality of the film and storyline would be so engaging. This is rugby's very own, 'Local Hero.'*

• *'I was lucky enough to see the film in advance of its release. The storyline keeps you engaged and with the majority of the filming having taken place in Edinburgh and the Borders, this adds to the intrigue and enjoyment.'*

• *'I was lucky enough to have a cameo role in the film. Play On really captures the team ethos of the game through its humour, gripping storyline and passionate acting. The actors and production crew have done an excellent job to convey the friendships and desire within the sport of rugby at an amateur level'. (Gavin only)*

• *'Play On is rugby's 'Local Hero' film. The touching humour and storyline is entirely engaging and there are some scenes that will be very fa-*

*miliar to the audience. From Myreside, to Murrayfield, the heartbeat of the film unfolds from Kansas City to The Greenyards in The Scottish Borders. Enjoy the fun. This film will be talked about for years to come.'*

• *'I loved every minute of Play On. This engaging film's qualities are lapped up in its humour and storyline. The acting is fun; the accents add to its intrigue, but above all the film envelopes you in a warm glow in a similar manner as 'Local Hero'. A truly inspiring film which I can't recommend highly enough. Every fan needs to see this!*



# Play On

## Albert Dekin quotes

- *“Having lived in Scotland and played for the Watsonians, I felt this was a natural backdrop to convey the history and culture of the sport that is not as fully appreciated in the States as it is in other countries”.*
- *“My business partner David Story comes from the industry and is a writer by trade. He’s a producer and works a lot with television in Los Angeles. Together we were a good partnership in that we appreciated each other’s strengths, which is what it takes to actually get something like this done”.*
- *“Ultimately our purpose was to try and unite the visual elements of the game, with a story that any athlete or anyone who has played any sport could really appreciate”.*
- *“I think the biggest inspiration for the story came from my experiences playing for the ‘Watsonians’ back in 1993 and in particular playing in Border Sevens tournaments”.*
- *“The more we looked at rugby’s recent transition from being an old school, amateur endeavour to something that is now obviously very professional and carries the trappings of professionalism in ways that other sports also do, we said thematically here is something that we think will appeal both to Rugby players who just want to see the sport exposed, but you could also put a non-rugby playing audience in front of it and they would gravitate to the general theme and story”.*



# Play On

## Perrin Hall (Dante) quotes

- *“Rugby players are crazy, I usually need a helmet, I don’t do that! Rugby is kind of the origin of American Football. I found it to be fulfilling, like you have gone back to the genuine article, what it’s meant to be”.*



# Adam Hayward Quotes

- *“Murrayfield was a dream. You walk out and it’s just steeped in history. I was actually nervous to step onto the grass because you know it’s so highly regarded”.*
- *“Melrose was unbelievable, I tell everyone it was like being in a painting everywhere you go”.*
- *“I did all my own stunts and there were some real touch and go points because we had to make it authentic. Remember, it’s filmed so you have to do take, after take, after take, so I think at one point there were around thirty shots of me getting absolutely annihilated!”*
- *“Filming Play On was an incredible experience that allowed me to combine my love of both sports and film, in a creative forum. I’m very proud of the way the film came together and it offers so much to a variety of audiences. Although often referred to as a “rugby” film, Play On has a universal appeal that stresses the importance of family, character, and determination.”*
- **Adam and Chard relate to their characters and story-line:**
- *“It all comes down to having different values and having played the game for different reasons. My father played in the amateur era when people didn’t play for money, you played for the love of the game. I however, started playing for the love and passion, but quickly begun to play more for the financial aspect of things.”*



# Play On

## John Rutherford Quotes

- *It's fantastic - Hollywood comes to the Borders. It's just great, Galashiels will be buzzing tonight. Red carpet outside the cinema, they've never seen anything like it before!*
- *I hope it does really well because ive met the producer and director, they're good guys, they love their rugby and they have both played rugby in Scotland. They know the scene here and they really deserve the success.*



# Win a Trip to New Zealand

Everyone who purchases a screening of Play On the movie will earn a chance to win a trip for two to New Zealand in October 2011, and see the two semi-final matches.

Trip includes: two (2) round trip coach air transportation from Los Angeles to Auckland, and hotel accommodations (5 nights 1 room/double occupancy), and one ticket to each of the semi-finals.



# Social Media

Play On is being marketed using a grassroots approach, which allows us to take it straight to the rugby community. This way, the average rugby fan can feel truly a part of the movie, just like the feeling they get of being part of the game, with the community spirit it brings.

Social sites like Facebook and Twitter allow people to engage with the wider rugby community and discuss the movie as well as the game they love. We are trying to provide a fun and open space that brings people together just like the sport does in the real world.

We are also trying to compile the largest collection of Rugby Photo's in the world as uploaded by the fans on our Facebook Page.

Within the eight weeks prior to the release date (December 17th) we managed to secure approx 16,000 fans on Facebook, 200,000 views on our You Tube Channel and 300 Twitter followers. These numbers have grown each day...

**Please Follow, Like and/or Subscribe:**



<http://twitter.com/playonmovie>

<http://www.facebook.com/playonthemovie>

<http://www.youtube.com/user/PlayOnMovie>



# Play On

# Affiliate Program

An affiliate program has been created to partner with appropriate sites to help us bring the movie to the rugby community worldwide. Affiliates will receive 15% of all the sales that result from their affiliate link, or we can provide affiliates with a 15%-off coupon code that can be passed on to fans and/or subscribers.

Here are some of the ways our affiliate programme can be used to generate revenue:

1. Promote the movie and affiliate link to your Email List
2. Add an affiliate banner or image with an embedded link on your Website, Ezine, Blog, Forum or anywhere else appropriate
3. Send Facebook fans a direct mail using the Facebook Page marketing options with information & affiliate link
4. Post information & affiliate link to your Facebook wall
5. Tweet out the affiliate link
6. Blog or write an article and in-

clude your affiliate link within the text

**If you're interested in becoming an affiliate please contact Laura McGregor:**

(+44) 0131 228 5824 or

Skype: (inventive.management)

Email:

[laura@inventivemanagement.co.uk](mailto:laura@inventivemanagement.co.uk)



# Play On