



News Release

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**NEW ONLINE RUGBY MOVIE 'PLAY ON' IS SUPPORTED BY THE
SPORT'S ELITE & IS RECEIVING CRITICAL ACCLAIM FROM FANS ON
SOCIAL MEDIA SITES LIKE FACEBOOK & TWITTER**

Rugby legends spanning the globe have taken to new digital platforms to spread their message about the everlasting ethos of the sport, through a new rugby movie called 'Play On'.

The film was shot in both Kansas City and Scotland and was written, produced, and funded by rugby players. Gavin Hastings, one of Scotland's greats, even has a cameo appearance where he plays an agitated selector during a scene filmed at Murrayfield. His brother Scott Hastings, who is taking a leading role in the global promotion of 'Play On', says:

"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 familiar 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. Every fan needs to see this!"

In 2005 at a pub in Galashiels, Al Dekin, three-time captain of the United States Rugby Sevens squad, and his friend David Story, who had previously worked on a screen play about the 1924 American Olympic rugby team (who are the still-reigning Olympic gold medallists in the sport), got together to discuss the idea of producing a rugby movie that epitomises the changing ideals of their beloved game, as well as how best to deliver this message to a worldwide fan base. They have seen their efforts reach fruition with the release of the film 'Play On' through the unique distribution outlet of Social Media.

Play On is based around the idealistic divide between fictional amateur rugby legend Finlay Kilgour—who starred for Scotland but had to work in a textile mill to make ends

meet during rugby's amateur period—and his fame and fortune-seeking son Keir, who plays purely for financial reward. After a futile attempt to pursue big time NFL money in America, Keir winds up in Kansas City—and on the first step of a journey to understand his father and the true meaning of being a rugby player.

Al Dekin describes the decision to release the film online:

“The idea these days is that if you have a story that resonates with a particular audience you should leverage tools such as the internet to reach that audience directly. We decided to turn the whole film model on its head and make the movie available in a convenient manner for an audience which is really going to appreciate it, first and foremost. Then, as the interest and excitement grows in the product and story, it will help us migrate into complimentary audiences”

In conjunction with Scott Hastings, Inventive Management - a PR and New Media Marketing agency based in Edinburgh - has partnered with Shawn Lipman's company Back Row Productions to deliver the global marketing for 'Play On' the movie. They say:

“Social sites like Facebook and Twitter allow people around the world to engage and connect with others who share the same passions in life. You only have to join the 18,000+ fans from around the world who have “liked” the 'Play On' the Rugby Movie Facebook fan page to gauge sentiment towards the movie and see the fan engagement. Play On is a hit with the rugby community. We allow people to share their honest views and opinions, not only with us, but the wider sporting community. The main thing is that the fan page is a fun, open space with a great community spirit that brings the Rugby community together. It is so satisfying to see someone in Scotland sharing their views with someone on the other side of the world. 'Play On' is turning out to be the Rugby movie to unite an impassioned fan base, or at very least share a laugh.”

- Ends -

Notes to editor:

- 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 an egotistical 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.
- Once purchased, 'Play On' streams directly to your computer.

Please view the full press kit and download images at:
<http://playonthemovie.com/playonpresskit.pdf>

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