

FOR IMMEDIATE RELEASE

Anthill Films Announces Riders for Strength in Numbers

Squamish, BC May 4th 2011 - Anthill Films is excited to follow up the announcement of their upcoming mountain bike film, Strength in Numbers, with the confirmed rider list for the film. Strength in Numbers will feature a diverse selection of riders with some of the biggest names in the sport, including: Andrew Shandro, Brandon Semenuk, Cam McCaul, Danny Macaskill, Gee Atherton, Graham Aggasiz, Matt Hunter, Rene Wildhaber and Thomas Vanderham. Strength in Numbers will have a mix of established pros, up and comers and local riders, with Adam Billingham, Darren Berrecloth, Rachel Atherton, Ryan Howard and Steve Smith also appearing in the film.

Strength in Numbers will visually explore mountain bike culture, by documenting rider experiences in different bike communities all over the world. Following the community-based concept – the film will become a shared experience for all mountain bikers. In addition to a world premiere tour, limited edition DVD/BluRay and digital download, Strength in Numbers will be streamed online for free. The riders are stoked about the potential this represents, including Danny Macaskill, who will be working with Anthill for the first time. “I am really excited to be part of this film”, says Macaskill. “I have been watching the Anthill crew’s films for years, seeing a lot of the world’s top riders fly down trails that I could only dream of riding, captured in a way that only Anthill can produce. To be in a film with all these top riders is fairly mind blowing, it really is the next big step for me.”

Mountain biking has become a truly global sport. The Anthill crew will set out to capture the different places and ways mountain biking has grown, with film shoots planned in British Columbia, Nepal, Scotland, Austria, Verbier, California, Utah and the Whistler Mountain Bike Park. For the crew and riders, Strength in Numbers represents a way to give back to the sport. "It's especially cool that this film is community based", says Brandon Semenuk, "because you usually experience these cultures and get helping hands from the people within them while trying to put a segment together. But they never get the credit they deserve. I think this film will show how important mountain bike active communities are for the growth and progression of our sport"

Working with the Red Bull Media House, Strength in Numbers will be presented by Shimano and Trek, in association with Contour HD, Clif Bar, PinkBike and PRO Components. This is Anthill’s most ambitious project to date and it would not have been possible without brands who have a true commitment to mountain biking, not just as a sport but as a lifestyle and culture. "At Trek, we don't take on small projects", says Michael Browne Global Brand Manager for Trek. “We look for partners like Anthill who can take big ideas and create meaningful projects to get people on their mountain bikes more often. With their trademark cinematic style and compelling narrative voice, we're excited to help bring Anthill's big idea to computers, smartphones, TVs and theaters around the world."



Anthill will be partnering with the Red Bull Media House to help produce the film, a relationship that will also see the film premiered on Red Bull's digital channels during 2012. "The Red Bull Media House has a proven record of creating amazing film projects that reach millions of people and we are super excited to work with them to help bring the crew's vision for Strength in Numbers to the world", says Ian Dunn, Producer/Marketing Director for Anthill Films.

Production for Strength in Numbers is currently underway. Learn more at:
anthillfilms.com
facebook.com/anthillfilms
twitter.com/anthillfilms

Strength in Numbers is a new feature mountain bike film that will be released Spring 2012. It is made possible by the Red Bull Media House, Shimano and Trek, in association with Contour HD, Clif Bar, PinkBike and PRO Components. Additional support for the film is provided by the Whistler Mountain Bike Park, Big Mountain Adventures, Verbier St. Armand and Bike Nepal.

Anthill Films is an award-winning action sport production company based in Squamish, B.C. Anthill is owned and operated collectively by Colin Jones, Darcy Wittenburg, Darren McCullough, Ian Dunn and Jonathan Schramm.

For additional information please contact:

Ian Dunn
Producer/Marketing Director
Anthill Films
o. 1.604.567.1011
c. 1.604.849.0797
ian@anthillfilms.com

P.O. Box 3236
Garibaldi Highlands, BC
V0N 1T0

P604.567.1011

www.anthillfilms.com