

## Media Release

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### FOR IMMEDIATE RELEASE

Time to reserve your copy of *Five Thousand Meters: Nothing Comes Easy* on DVD

COLORADO SPRINGS, Colo. (November 8, 2004)- With the release of *Five Thousand Meters: Nothing Comes Easy* quickly approaching, Negative Split Pictures is proud to announce a special offer for those who pre-order the DVD.

“We felt like we should try to support true fans of distance running with a little something extra, as a way to say ‘thanks’ for all the support we’ve gotten during the production of this film,” said the film’s producer, Carl Leivers.

Pre-orders of the DVD are being offered to the public for \$16.99, more than 15% off the suggested retail price. In addition, everyone who pre-orders the film will be entered into a drawing for 1 of 5 movie posters signed by the runners featured in the film.

“I feel that the posters are something that would appeal to distance running fans. It’s a unique piece of memorabilia, and something we thought would be of interest to a lot of people,” said Leivers.

The pre-orders are being taken on the film’s website, [www.fivethousandmeters.com](http://www.fivethousandmeters.com), through the 27<sup>th</sup> of November. Negative Split Pictures anticipates the film being shipped the following week, depending on the time required for duplication.

The first film of its kind, *Five Thousand Meters: Nothing Comes Easy* follows the top 5k runners in the country as they prepare for the Olympic Trials and their shot at the Olympic team.

The all-star cast of runners includes Tim Broe, Jonathon Riley, Bolota Asmerom, Matt Lane, and Mark Menefee – the top five runners at the Olympic Trials in July. Also featured are Adam Goucher, Jorge Torres, Ryan Bak, and Dathan Ritzenhein.

“I think this really fills a need in the running community,” said Brennan Galloway, the director of the film. “There just isn’t much coverage of American distance running and people really don’t know much about these runners as people. I think this film will let them get closer than ever before.”