

PRESS KIT



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WINNINGFORMULAMOVIE.COM

Director/Producer: Tyler Farr

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FESTIVAL SUCCESS



Chicago Comedy Film Festival - Official Selection 2015

Atlanta Underground Film Festival - Official Selection 2015, WINNER: Best Comedy Feature Film

Mountain of Laughs Comedy Film Festival - Official Selection 2016

Cebu International Film Festival - Official Selection 2015

The Temecula Independent Film Festival of the Hollywood and Los Angeles California Wine Country - Official Selection 2015, Best Picture Finalist, Best Comedy Feature Finalist

IndieFEST - Award of Merit: Film Feature

TEASER

Bet your bottom dollar. Lose. Take home the lucky door prize instead.

While backpacking around America, two Aussie girls find themselves deep in turtle racing debt. They devise crafty schemes to earn money any way they can while unwittingly becoming tangled in a dark mystery surrounding their family's past.

ONE PARAGRAPH SYNOPSIS

While backpacking around America, two Aussie girls find themselves deep in turtle racing debt to a notorious gangster. Constantly validating each other's bad decisions, they devise crafty plans to keep their heads above water, earning money any way they can while unwittingly become tangled in a dark mystery surrounding their family's past. Through the hardest of times, they learn to embrace what is right on their rent-free caravan doorstep: romance, friends and family – with a side order of juice.

FULL ONE PAGE SYNOPSIS

Liz and Tilda are close step sisters from Australia. Their father has been in jail for most of their lives due to a side drug business and they have been raised together by Tilda's mother. Liz is more of the uptight, play it by the books type, where Tilda doesn't have a care in the world. Both are irreverent and fun seeking girls looking for their next adventure in the states.

As their vacation rages on across the U.S., their funds are running low just outside of Vegas and they decide they need to find a hunk with some cash, so they can eat their next meal. As they flirt with the next hunk they see, they are hustled. Liz and Tilda make a bet on turtle racing in a sketchy hotel room. They of course lose. Since Liz and Tilda don't have the \$10,000 to pay back, they are threatened with their lives from a notorious drug lord, Juan Carlos. They now have three weeks to pay off the drug lord and are almost out of options.

They hitchhike to Los Angeles where a distant cousin of Liz's lives. They hook up with him and stay in his motor home until they can come up with a game plan.

The girls rely on their social skills and entrepreneurial mindset to get cash quickly by performing in the streets. They meet a Michael Jackson impersonator who shows them the ropes. The girls place themselves into hilarious situations as they come up with all sorts of ways to creatively come up with a few extra bucks.

Just as the three week deadline is approaching, Liz and Tilda earn the full \$10,000. On a night of celebrating, the money is mysteriously stolen on Liz's watch. Liz and Tilda must rely on their new circle of friends to help them discover what has happened to the cash; in the process, they get deeply involved with the drug lord's inner workings and discover that their father may be connected.

BIOGRAPHIES

Tyler Farr (Director/Producer)

Originally from Northern California, Tyler grew up acting in theater before deciding to alter his focus towards directing, bringing his true love of comedy into dozens of projects behind the camera. He moved to Utah to pursue a B.S. degree in Digital Media with an emphasis in film and gained great experience by working on various commercials and films. He then moved to Los Angeles, where he attended the New York Film Academy, gaining a Producing M.F.A. degree in Film and Television. Tyler directed his first comedy feature film in 2011, *The Good, the Bad and the Coyote*, about a “Coyote” who smuggles people through Canada’s borders. It received attention at the Las Vegas and Canada International Film Festivals and he won a “Best Director Award” with the AIFF. Tyler continues to produce video projects in Utah, where he lives with his wife and three children.

Claudia Pickering (Writer/Producer/Lead Cast - Tilda)

Sydney-born filmmaker, Claudia Pickering began her foray into filmmaking through acting, which lead to creating comedy sketches, short films and webseries’, the first of which was a music video titled *Sebring* which included Danny Trejo, AKA Machete (Rodriguez), who choreographed and performed a synchronised dance for the clip. She has trained at the Upright Citizens Brigade in Los Angeles, NIDA in Sydney, and New York Film Academy having been awarded a talent-based scholarship; as well as studying screenwriting at NYU and holding a master’s degree in architecture from UNSW. She has since written and produced two feature length films, 'Frisky' and 'Winning Formula', of which she directed *Frisky*, and both have received international festival success including Official Selection at the Chicago Comedy Film Festival, Best Feature Film at the 10th Broad Humor Film Festival in Los Angeles, Best Comedy Feature at the Atlanta Underground Film Festival and the Director's Choice for Best Feature Film at the Austin Revolution Film Festival. Pickering won the 2015 Tropfest Tropvine competition with a stop motion animation of a giraffe telling a dad joke, was shortlisted for Tropfest 2015 with her dark comedy about food fraud ‘Potluck’ Starring Adam Spencer (Sleek Geeks) and Emma Leonard (800 Words), and regularly creates sketches with her comedy troupe, Frothpocalypse. She is currently developing several projects through her company, Cliff House Productions.

Colby Oliver (Cinematographer/DP)

Passionate about adventure, humor & pushing the boundaries, Colby is an inspired cinematographer. He started in Marin County, Northern California, living out the whimsical stories his grandfather would conjure up. The filmmaking bug hit when Colby earned admission into an alternative, media-based, education program in high school. Originally interested in film editing, his path was diverted to cinematography after his first experience shooting film negative at San Diego State University. 10 years later & Colby's passion has only grown. He has photographed 10 feature films (Main Unit or 2nd Unit), become an active member of the IATSE Local 600 as a Camera Operator, had his passport stamped a few times and completed a MFA study at the prestigious AFI

Conservatory. It's mostly all digital shoots now, but Colby remains inspired being apart of the magic that all the different artists & craftsmen bring together in front of one lens ...to tell stories.

Anna Bennett (Writer)

Born and raised in London, England, Anna Bennett grew up in the creative arts receiving a first class hons degree in Drama from U.W.E and diploma in the Meisner technique from The Actors Temple. After training at The New York Film Academy, Los Angeles, she focussed on writing and producing online content including comedy music video Sebring feat. Danny Trejo. She works in the UK film industry as a script advisor for feature films and TV series whilst continuing to develop her own projects. Bennett holds her certificate in counselling training and is a qualified coach, combining her skills by managing a programme supporting at risk young people reach their potential through music and the creative arts.

Lance Harness (Executive Producer)

Harness is a Southern Californian native who first got into the entertainment industry through BMX riding. Going from competition to competition he found himself hosting competitions instead of competing. Taking the passion to entertain crowds he sought out work behind and infront of the entertainment scene. He left college early to focus on his love of entertainment. With little to no knowledge of what needed to be done in the industry, you could say he took "the leap" and went after his dream. He has now produced feature films, music tracks with major recording artist, European tours for his music and has traveled the U.S.A for his film career.

Prudence Vindin (Lead Cast - Liz)

Vindin is a comedian, actor and writer with a flair for character. Her impersonations of Gina Rinehart were a viral youtube sensation and brought her media attention and glowing reviews. She studied improvisation in Los Angeles at the world renowned Groundlings theatre.

CREDITS

KEY CAST

Liz	Prudence Vindin
Tilda	Claudia Pickering
Nigel	Peter J Walters
Michael	Don Woods
Truth	Robert L Greene
Juan Carlos	Louis J. Dezseran
Kerry	Ros Gentle
Maci	Angela Gulner
Officer Reed	Anderson Edwards
Officer Cox	Michael Clarke-Tokely
Patti	Eichin Chang-Lim
JJ	Joelle Nguyen
Benito	William A Guirola
Jose	Charles Britton
Noelle	Kimberly Jurgen
Baz	Martin Ashley Jones
Raelene	Ann Henderson-Stires
Journey	Nick Oberlin
Lauren	Ashley Walter
Jacinta	Catherine Farrah
Opal	Juliette James
Young Liz	Sofia Mali
Young Tilda	Addie Wernsing
Soda Guy	Tyler Farr
Hot Guy	Adam Horner
Larry Nights	Brendon Garrett
Shady Man	Lance Harness
Sylvia	Danielle Wallace
Gary	Dan Seigerman
Beach Babe	Vinicious Silva
Primm Bad Cop	Kevin Altmen
Bitches and Hose Dog	Paco Sanchez
Buttercup the Greyhound	Buttercup (As herself)
Bud the Tortoise	Dumpling
Miller the Tortoise	Squirt

KEY CREW

Directed by	Tyler Farr
Written by	Anna Bennett & Claudia Pickering
Based on the screenplay	Dead Broke by Anna Bennett & Claudia Pickering
Produced by	Claudia Pickering Tyler Farr
Executive Producer	Lance Harness
Associate Producer	Adelle Drover Adam Mulligan
Director of Photography	Colby Oliver
Production Designer	Claudia Pickering
Edited by	Tim O'Neill
Music Composed by	Jonathan Gillick Tim Nelson
Costumes Designed by	Cassie Dzienny

MUSIC

"Ride or Die"

Written and performed by
The Greencarts

"Con La Gente Que Me Gusta"

Written and performed by
Marnamex
[Soundcloud.com/Marnamex/](https://soundcloud.com/Marnamex/)
Creative Commons License

"El Manisero/Peanut Vendor"

Written by
Moises Simons
Performed by Don Azpiazu and his Havana Casino Orchestra
Public Domain Mark 1.0

"It's My Party"

Written and performed by Lmon3y

"Fortune Tellers"

Written and performed by
Jonathan Gillick

"The Real Kind"

Written and performed by
Luc

"Return Of The Mambo"

Written and performed by
S Strong
[Soundcloud.com/stelios_strong/](https://soundcloud.com/stelios_strong/)
Creative Commons License

"Mo Money"

Written and performed by
Lmon3y Feat. Raw and Layzie Bone

"Electra Heart (Classical Version)"

Written and performed by
Betatraxx

"Route 66"

Written and performed by
Betatraxx

"Tumblecreep"

Written and performed by
Oliver Bixby
[Soundcloud.com/oliverbixby](https://soundcloud.com/oliverbixby/)
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"Gone Fishin- Caught Nothin"

Written and performed by
John Allan

"Tortoises of Fire"

Written by
Betatraxx
Performed by
Betatraxx and Thedarclaud

"Sting"

Written and performed by
Lucas Critchley

"Shake"

Written and performed by
Angel Gaitan
[Jamendo.com/album/131273](https://jamendo.com/album/131273)
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"Hagrid's Scam"

Written and performed by
Jonathan Gillick

"Papel (Secante)"

Written and performed by
Angel Gaitan
[Jamendo.com/album/131273](https://jamendo.com/album/131273)
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"Party Beats"

Written and performed by
Jonathan Gillick

"Maple Leaf Rag"

Written by
Scott Joplin
Performed by Betatraxx

"Acoustic Guitar"

Written by
Genevieve Little and Erin Fiore
Performed by Genevieve Little

"Fun In A Bottle - Extended Version"

Written and performed by
Kevin Macleod
[Soundcloud.com/kevin-9-1/](https://soundcloud.com/kevin-9-1/)
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DIRECTOR STATEMENT

It was an interesting beginning, how I was brought onto Winning Formula. I had just graduated from grad school and had a ton of family in town as we were headed to Disneyland that weekend. The same weekend I received the script. Being limited to only a phone, the locked PDF script I received was completely unzoomable. I could tell the script was funny and intriguing, but it was too hard to read without a magnifying glass. I decided to wait until Monday to read it.

I anxiously got back home to the safety of a computer and I fell in love with every page. I instantly connected with its comedic style and knew right away that I wanted to be a part of it. I contacted Claudia, the writer and producer, who told me they had just hired the director. It was an odd feeling, I remember being disappointed, but also confident my chances were not over. A week later Claudia contacted me for a meeting. We instantly clicked, both completely in sync with the vision of the project from the beginning.

The timing was perfect and everything just seemed to completely line up. This theme held true throughout the production of the film. Sure, there were those times you wanted to break down sobbing or slit your wrists from the stress just like any other film, but things just seemed to align well for us. We were constantly getting extremely talented people to jump on board. This continually confirmed to me since the day I started that script near Toon Town: this script is dang good.

Any film lives or dies by the script. It is the foundation and it is a lot easier to work with intriguing characters and funny moments. The comedy game has been redefined in the last 5-10 years with hilarious women comedians coming forth proving that they are just as funny and intelligent as the "boys". I loved the concept of having two female leads and we were so lucky to have two amazing actresses headline an amazingly talented cast.

I have a large background in comedy and theater and really strived to keep my actors fresh and together. I tried to avoid cuts and keep my actors, especially the two leads, in the same shots as much as possible. I wanted to give life to their performances and really give the feel that these two sisters know each other intimately. Comedy wise, I wanted to give that freedom to my actors to be able to play off of each other. I feel there is a wonderful "COMING AT YOU LIVE!" type feel that is achieved on the stage and I wanted similar fresh performances with this piece as well.

That you will laugh is the ultimate goal, but I think along the way, you will become attached to these rich characters and be invested into the crime story that unravels in the third act. I hope you enjoy Winning Formula.

Q & A WITH DIRECTOR TYLER FARR

What's the best filmmaking/storytelling advice that you've received?

Just keep shooting. I am always surprised how willing more experienced and more talented filmmakers are to personally impart wisdom to me and give me advice. I have worked the last couple of years at the Sundance Film Festival and have been able to network with some great filmmakers. I always soak up their words like a sponge. The thing I take the most to heart, is the level of dedication it takes to be a filmmaker. It's a lot of work. Just keep shooting and it will come. I am relatively young at 32 but I have been working at film for over 10 years now. My love and dedication for this craft has instilled a desire to continue working, growing and learning. Every shoot I am on, I always find a way to learn something. If you are not learning something, than your passion for this will die off.

What has lead you to get started with filmmaking?

I have always been obsessed with film since I was very young. I am one of those stories that I sort of always knew what I wanted to do since I was a kid. I grew up acting on the stage. I remember my poor drama teachers always having to deal with me forcing film into theater. Anytime I had a scene or a monologue to do, it was always from a movie. I got my real hook for behind the camera during my senior year of high school, when I was asked to direct an original play for the community. I was hooked immediately on directing, as it felt like an enhanced form of acting. It felt clearer to me and I've been behind the camera ever since.

Where was Winning Formula film shot? Were there any unusual or challenging locations?

We filmed almost entirely in Los Angeles and had one day in wonderful Primm, Nevada. It was very challenging, location wise. We were so micro budget, that we didn't always have proper permissions. The punishment was inflicted upon myself, as it stressed me out too much during filming. One day, we had a police car drive right past us. The dramatic part of me thought I was going to jail. The police car checked us out, realized how small we were and kept on going.

What are your interests outside of filmmaking?

Filmmaking is about storytelling and I believe to be as good of a storyteller as possible, we need to have as many experiences as possible. I like to travel and see life through different lenses. I enjoy physical activities a lot. I'm a big runner. I love being a husband and a father. Those are my most challenging and rewarding roles.

What has been your greatest inspiration when filmmaking?

My greatest inspiration is collaboration. I thrive off of working with others as I think so much of good filmmaking is a group process. I also enjoy keeping an open mind and seeing the good in all situations. Remaining happy is critical for me to be able to be as creative as possible.

If you could collaborate on a film with three people, living or dead, who would you choose and why?

Billy Wilder remains my favorite filmmaker and inspiration for all comedy, which for now at least, remains my focus on projects. His dramatic stories were so ahead of their time and he had a way of setting up great laughs in his comedies like nobody else.

Alfred Hitchcock because I think I could still learn so much from him. His way of showing, not saying, is a critical tool for every filmmaker to continue to work on.

Steven Spielberg has shaped my childhood and education of film like nobody has. His films instilled adventure, magic, imagination and excitement in me, ever since I was young. Those nostalgic memories cannot be replicated. Of course, once I have grown up and started studying film, I've learned how much of a genius he is and how many countless careers he is helped shaped.

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