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**ALAMO DRAFTHOUSE AND THE LEVI'S® BRAND ANNOUNCE
"WE ARE ALL WORKERS"- THE 2010 ROLLING ROADSHOW TOUR**

***Nine Nationwide Events Provide Moviegoers the Most Unique
Cinema Experience in the World***

SAN FRANCISCO, CA & AUSTIN, TX, July 14, 2010 – The Alamo Draffhouse and the Levi's® brand present the 2010 Rolling Roadshow, a nationwide tour of free outdoor 35mm screening experiences pairing everyone's favorite films with the famous locations where they were shot or set. This year, the Alamo Draffhouse and the Levi's® brand have partnered to champion some of cinema's most celebrated workers. "We Are All Workers" is the underlying theme of this year's Rolling Roadshow, which will be brought live to movie lovers throughout the hazy summer nights of August.

Inspired by Levi's® new *Go Forth* 'Ready to Work' marketing campaign, which explores how a new generation of real American workers is rolling up its sleeves to make real change happen, the Rolling Roadshow hits the road with nine seminal screenings proving that everybody's work is equally important. The Alamo Draffhouse and the Levi's® brand have curated an eclectic line up of cinema's greatest workers, including an oil baron (THERE WILL BE BLOOD), a cyborg cop (ROBOCOP), missionaries (THE BLUES BROTHERS), law-benders (DIRTY HARRY), law-breakers (JACKIE BROWN), championship contenders (ROCKY) and coulda-been contenders (ON THE WATERFRONT).

Alamo Draffhouse and the Levi's® brand have put together an inspired lineup of films and locations, kicking things off with modern crime classic JACKIE BROWN at the Del Amo Fashion Mall in Los Angeles. Director Quentin Tarantino's beloved old stomping ground, the South Bay, serves as the backdrop to the climactic sting operation in the film. The Del Amo Mall parking lot, where one chatty character meets her end, was handpicked by Quentin Tarantino for this very special screening. Schedule permitting, the director will be in attendance.

From there, the Rolling Roadshow will make stops at San Francisco's Washington Square Park, the scene of Scorpio's sniper attack in *DIRTY HARRY*; Old Joliet Prison from the opening of *BLUES BROTHERS*; Philadelphia's Museum of Art, where *ROCKY* ends the rousing training montage with his famous fist-pumping celebration; the rooftops of Little Italy in New York City from *GODFATHER II*, where Robert De Niro's young Don Corelone tracks his assassination target, and more!

"We've worked hard to find that perfect combination of film and location for the ultimate outdoor cinema experience. These films are some of our most beloved cinematic treasures and the screenings themselves are large-scale parties at the very sites which symbolize what makes them so great," said Tim League, Alamo Drafthouse CEO. "The Rolling Roadshow is an extension of our unique programming philosophy at the Alamo Drafthouse, which continually seeks to find creative ways to celebrate our love of film."

"Collaborating with the Alamo Drafthouse is a perfect fit for the Levi's® brand as we've long admired their work and share the same pioneering spirit. The 'We Are All Workers' Rolling Roadshow gives us an opportunity to take an irreverent approach to the democracy of work and our Go Forth campaign as we blaze a trail across the country," said Doug Sweeny, VP, Levi's® Brand Marketing.

All Rolling Roadshow "We Are All Workers" screenings are free and open to the public. Some screenings may feature surprise celebrity guests, and each location will feature fun events including city-wide scavenger hunts hosted in partnership with social networking platform Gowalla, after parties and more. Check out the full screening lineup below.

- **August 6 – JACKIE BROWN in Los Angeles, Calif.**

Del Amo Fashion Mall – director Quentin Tarantino's beloved old stomping ground, the South Bay, serves as the backdrop to the climactic sting operation. The Del Amo Mall parking lot, where one chatty character meets her end, was handpicked by Quentin Tarantino for this very special screening. Schedule permitting, the director will be in attendance.

- **August 7 – DIRTY HARRY in San Francisco, Calif.**

Washington Square Park – the sniper serial killer scouts the park from a rooftop in this park, lining up his next victim in crosshairs in this chilling scene.

- **August 8 – THERE WILL BE BLOOD in Bakersfield, Calif.**

The Oil Experience, Kern County Museum – Oscar-nominated director Paul Thomas Anderson frequented this museum, dedicated to the early oilmen in Bakersfield, CA, for inspiration and research while adapting Upton Sinclair's *Oil!* The film's wooden derrick was modeled after the museum's replica and the screening will be held under the shadow of this derrick.

- **August 8 – CONVOY and RED DAWN in Las Vegas, N.M.**

Ft. Union Drive-In – in the name of blue collar masculinity, here is a double feature of desert action and power! *CONVOY*, a Sam Peckinpah-directed movie about truck drivers, and *RED DAWN* were both filmed in Las Vegas, New Mexico.

- **August 13 – THE BLUES BROTHERS in Joliet, Ill.**

Old Joliet Prison – in the film’s opening, “Joliet” Jake Blues exits these prison gates to be picked up by his brother Ellwood in their iconic battered police cruiser.

- **August 14 – ROBOCOP in Detroit, Mich.**

Russell Industrial Center – betrayed by his corporate creator, Robocop takes refuge at an abandoned industrial complex and sets the stage for the bloody (and toxic waste-infused) showdown with Clarence Boddicker and his gang of cop killers.

- **August 19 – ROCKY, ROCKY II and ROCKY III in Philadelphia, Penn.**

Philadelphia Museum of Art – moviegoers will sit on the same steps where Rocky made his triumphant ascension at the conclusion of one of the most epic training montages...ever. Frequent fist-pumping encouraged.

- **August 20 – ON THE WATERFRONT in Hoboken, N.J.**

Pier A Park – watch one of the all time greats, Marlon Brando in ON THE WATERFRONT, on the waterfront. The classic film was shot on location on the piers of Hoboken, N.J. Adjacent to Pier A is the Hoboken Historical Museum with detailed information about the filming locations. Idea credit – Entertainment Weekly.

- **August 27 – GODFATHER II in New York, N.Y.**

Rooftop Near Little Italy – an ambitious young gangster named Vito Corleone earns the “Don” after taking down a local crime boss. In a spectacular sequence from the inarguably best sequel of all time, Robert De Niro tracks his target from the rooftops of Little Italy.

For more information visit <http://www.rollingroadshow.com>

ABOUT ALAMO DRAFTHOUSE

www.drafthouse.com

The Alamo Drafthouse is a lifestyle entertainment brand with an acclaimed cinema-eatery, the largest genre film festival in the United States and an online collectible art store. Named "the best theater in America" by Entertainment Weekly, the Alamo Drafthouse Cinema has built a reputation as a movie lover's oasis not only by combining food and drink service with the movie-going experience, but also introducing unique programming and high-profile, star studded special events. Alamo Drafthouse Founder & CEO, Tim League, created Fantastic Fest, a world renowned film festival dubbed "The Geek Telluride" by Variety. Also regarded as the "Comic Con of film festivals" Fantastic Fest showcases eight days of offbeat cinema from independents, international filmmakers and major Hollywood Studios. The Alamo Drafthouse's collectible art boutique, Mondo, offers breathtaking, original products featuring designs from world-famous artists based on licenses for popular TV and Movie properties including Star Wars, Star Trek & Universal Monsters. The Alamo Drafthouse Cinema is currently planning to expand its theaters and unique programming philosophy to additional markets across the United States.

ABOUT THE LEVI'S® BRAND

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit www.levi.com.

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