

FOR IMMEDIATE RELEASE
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***The Other Side of the Water*, a new documentary film
by Jeremy Robins and Magali Damas, explores the
roots of Haitian rara music and its message**

**Sneak Preview Screening at BAM Rose Cinemas to
celebrate Carnival - Labor Day Weekend
Thursday, August 28th**

*"The film offers an essential, re-affirming perspective of
Haitian imagery and culture that desperately needs to be seen."*

-Michelle Materre, professor of media studies, The New School

New York, NY (July 2, 2008) -- On Thursday, August 28th, 2008, at 4:30pm, 6:50pm and 9:15pm BAM Rose Cinemas will screen a sneak preview of the long awaited, recently completed documentary film, ***The Other Side of the Water***.

Members of the local media are requested to register for press credentials on the Pres box of the sign-up list at: www.othersideofthewater.org/press.asp. The general public may purchase tickets online from the BAM website after August 15th at www.bam.org. To view a trailer of the film visit www.othersideofthewater.org.

The film follows a group of young immigrants who take an ancient music from the hills of Haiti and reinvent it on the streets of Brooklyn. The journey of this unlikely band offers a unique insight into the Haitian-American experience – a rare glimpse into a world of roots music, traditional spirituality and cultural activism. "The ultimate goal of this film is to shed light on one of the great untold stories of New York history, and dispel some of the myths and stigmas that have long plagued the Haitian-American community," explains Jeremy Robins, director and Magali Damas, co-producer of the film.

The Other Side of the Water tells the story of DJARARA (JAH-RA-RA) that begins with the spontaneous explosion of rara in New York City two decades ago. The band then became a beacon of cultural pride for a new immigrant community constantly plagued by discrimination and shame. In the 1990's, the civil chaos that erupted in Haiti and ongoing police brutality in New York pushed the band into becoming the driving force of the "Haitian civil rights movement." The current day story follows the newest wave of Haitian immigrants who hit the scene with a radically different vision of the music. These young musicians force the band to re-

define its identity while navigating the Christian community's backlash against the music's vodou roots.

"This film is an insight into all the major events in the Haitian-American Community in the last 20 years, through the lens of one of Haiti's deepest roots-music traditions.

- Pascal Antoine, Founder - HaitiXchange.com

The screening also kicks off a yearlong series of educational events and interactive projects, utilizing the film's multi-platform web-community, and centering around the film's main web partners: <http://HaitiXchange.com> and Miami's Backyard Movement <http://thebackyardshow.net>.

Music lovers, political activists and Haitian culture enthusiasts are invited to come to the screening and join the movement. Three shows will kick off the Labor Day/Carnival weekend at BAM, with Q&A's following the 4:30pm and 6:15pm shows, and an after-party following the 9:15pm screening. The party will feature live music performances at Frank's Lounge, 660 Fulton Street at Lafayette Avenue, around the corner from BAM Rose Cinemas. Admission is free with your ticket stub from any of the screenings of *The **Other Side of the Water*** on August 28th. Filmmakers Jeremy Robins and Magali Damas will be present for the Q&A following the screenings. Guest performers at the after-party at Franks' Lounge include members of DJARARA – the Brooklyn based rara band featured in the film, along with Haitian master drummers and special guests.

Ibis Productions, Inc. is a Brooklyn-based production company that focuses on social issue and arts-related documentaries and using the web2.0 for social change. *The **Other Side of the Water*** is the first feature film release from the company.

For more information about this project and to view a trailer of the film, please visit www.thersideofthewater.org or send an email to: othersideofthewater@gmail.com or call 917-501-1502: To purchase tickets for the screenings go to the BAM website after August 15th at www.bam.org.

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