

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**

**Premiere at Urbanworld Film Festival  
Friday, September 12<sup>th</sup> 2008**

**Virtual Press Conference in English and Kreyòl  
Streaming Live on HaitiXchange.com  
Tuesday, September 9<sup>th</sup>, 8:30-9pm**

*"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 Friday, September 12th, 2008, at 11:00am and 10:00pm, Urbanworld Film Festival will premiere the recently completed documentary film, ***The Other Side of the Water*** at the Tribeca Film Center, 375 Greenwich Street (between N. Moore and Franklin St. #1 Train to Franklin), NYC.

A "Virtual Press Conference" will be held on **Tuesday, September 9<sup>th</sup>, from 8:30-9pm**. Individuals can watch a live video stream on <http://www.haitixchange.com> that will include statements from the filmmakers and clips from the documentary, and can ask questions via toll-free call-in number, email, chat window, and Twitter. Video content will begin streaming at 8:00, and questions accepted in advance via [othersideofthewater@gmail.com](mailto:othersideofthewater@gmail.com) and via Twitter - <http://twitter.com/bkracine>.

Members of the press are requested to register for press credentials through the Urbanworld Press section: [http://www.urbanworld.org/PRESS\\_CREDENTIAL\\_APPLICATION.pdf](http://www.urbanworld.org/PRESS_CREDENTIAL_APPLICATION.pdf). The general public may purchase tickets on the day of the screening at the Tribeca Film Center. More information on the festival at [www.urbanworld.com](http://www.urbanworld.com). To view a trailer or for more information on the film visit [www.othersideofthewater.org](http://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 voodoo 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

This premiere 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. Filmmakers Jeremy Robins and Magali Damas will be present for a Q&A following the two screenings.

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.othersideofthewater.org](http://www.othersideofthewater.org) or send an email to: [othersideofthewater@gmail.com](mailto:othersideofthewater@gmail.com) or call 917-501-1502: To purchase tickets for the screenings go to [www.urbanworld.com](http://www.urbanworld.com).

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