



## PRESS RELEASE

### **Antibody Films Premieres Its Documentary, “Players Toast”**

*Ice T Headlines a One-of-a-Kind Awards Show Celebrating the “Game.”*

Los Angeles, CA – April 9, 2009 – This Saturday, April 11, Antibody Films premieres its new documentary, *Players Toast*, documenting five years of Las Vegas’ Players Toast Awards, a unique awards show celebrating “Brothers from the ‘Hood Who Have Went and Done Good.” Rapper/actor Ice T is the show’s host, along with his lingerie-model wife Nicole “Coco” Austin. Snoop Dogg’s spiritual advisor, the Bishop Don Magic Juan, is one of the awards show’s recent honorees.

The premiere screening takes place at Raleigh Studios, Hollywood, and will be attended by film and television industry distribution executives, as well as many Players Toast Awards participants.

The founder of the Players Toast Awards and a central character in the documentary, Michael “MC” Carter, is a charismatic ex-con who grew up alongside Ice T in South Central Los Angeles. As youths, the two perpetrated “the whole spectrum of crime,” including interstate crime sprees so egregious that they would pay their bail bondsman in advance, before they left Los Angeles. Both Ice T and Carter frankly discuss their criminal pasts, and their transitions into the legitimate world.

Antibody Films’ involvement with the documentary began based on the company’s knowledge of Michael Carter through a screenplay based on his early life, *Rough Cut*, which the company also seeks to produce. “During Michael Carter’s criminal heyday, he was a con-man and a master diamond thief. What makes his story interesting is that his criminal heyday was when he was only about seventeen years old,” says *Players Toast* producer Chris Aronoff.

*Players Toast* was co-produced with Laguna Beach-based Aloha Films Group, which granted access to its large archive of historical footage and interviews related to Ice T and the Players Toast Awards.

Also instrumental to the production was Los Angeles-based Applying Pictures, which helped secure a star-studded musical soundtrack including tracks from James Brown, the Temptations, Ice T, Ray J, the Nappy Roots, Too Short, Fedie Demarco, The Dramatics, and more.

#### **About Antibody Films ([www.AntibodyFilms.com](http://www.AntibodyFilms.com))**

Antibody Films produces marketable, high-impact, audience-friendly films and television projects. The company aims to release two to three original narrative or documentary projects per year, either as theatrical releases, straight-to-video or original cable programming. Producers Chris Aronoff and Jesse Lawler oversee all company operations and film productions, while eagerly collaborating with outside artists and financial partners. Writers interested in submitting material to Antibody should send a brief query letter to [submissions@AntibodyFilms.com](mailto:submissions@AntibodyFilms.com).

#### **About Aloha Films Group ([www.AlohaFilms.com](http://www.AlohaFilms.com))**

Aloha Films Group, Inc. is a California corporation with headquarters in Laguna Beach. AFGi is focused on High Definition Production and turnkey Post-Production, Motion Graphics and Web Development.