



# Medi@ Rele@se

**Embargo:**

**none**

**Release Date:**

**IMMEDIATE**

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Local Small Business Heads for the Stars of the Silver Screen  
**Frankly My Dear, We Do Give a Damn!**

Petersfield small business The LUXFactor Group, a media, PR and Creative Agency, have been instrumental in assisting a British film director achieve high media coverage with his new feature length documentary film.

Entitled "Leslie Howard: The Man Who Gave a Damn" will be screened in the cinema room at Howard's former home in Dorking, Surrey. The long-awaited screening will coincide with the unveiling of a plaque in Howard's honour at Stowe Maries.

The film, five years in the making, looks at the life, career and passions of Leslie Howard, best known for his role in "Gone With the Wind." While chronicling his Hollywood film and New York stage careers, it also reveals much of the informal Leslie through never-before-seen home movies and the memories of his surviving daughter Doodie. The film also takes an in-depth look at this role and importance in the British war effort and the events leading up to his disappearance in 1943.

The narrator of the film is Derek Partridge, in whose life Leslie played a brief but incredibly important role. Partridge, who was seven years old at the time, gave up his seat on the ill-fated flight on June 1<sup>st</sup> 1943 so Howard could have a seat. This brings a poignant and personal feel to the story.

After the launch of the film in September, "Leslie Howard: The Man Who Gave a Damn" will be entered into key film festivals and will be shown in the United States on Turner Classic Movies. As a DVD, the film will also be included in the 75th anniversary box set of "Gone With The Wind" .

Actor Leslie Howard (1893-1943) has been eclipsed by his appearance in the ultimate Hollywood film, "Gone With the Wind." But Howard was hugely talented -- as writer, director, star and, during World War 2, Britain's top propagandist. The thinking man's hero in Britain, hated by the Nazis. Was this why the passenger plane he was flying in was shot down by a Luftwaffe squadron?

Three years in production, told by those whose lives were most affected by him, featuring his greatest films and ever before seen home movies, this is a long overdue celebration of a great star and a remarkable man. **COPY ENDS**

**BROADCASTING OF THE CEREMONY WILL TAKE PLACE THROUGHOUT FRIDAY SEPTEMBER 2ND ON BBC1 SOUTH / BBC NEWS (subject to breaking news events)**

Interviews are available for :

Director - Thomas Hamilton

Derek Partridge ( The seven year old boy in 1943 to whom he owes his life to Howard)

On Friday September 1st via telephone or SKYPE by appointment through Michael at LUXFactor

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**www.luxfactor.co.uk/press-releases.htm**