

For Immediate Release

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NEIL GAIMAN FAN FILM 'THE PRICE' KICKING UP DUST ON KICKSTARTER.COM

Pleasant Grove, UT, USA -- If everything goes his way, on December 1, 2010 Christopher Salmon will have the budget to make his short film project a reality ... and will have made Internet history along the way. Salmon, a filmmaker who has long worked in the medium of computer graphic imagery, is attempting to raise the entire amount on the popular crowdfunding website kickstarter.com for his latest short film, *The Price*, by celebrated and award-winning author Neil Gaiman.

According to their website, "Kickstarter.com is a new way to fund creative ideas and ambitious endeavors ... [and] is powered by a unique all-or-nothing funding method where projects must be fully-funded or no money changes hands." Salmon clearly took the site's mantra to heart, launching an ambitious and historic campaign seeking \$150,000 to fund his animated CG version of Neil Gaiman's short story.

No other project has, to date, set a target this high. When asked about how he chose how much to raise, Salmon noted,

"There were lengthy discussions between myself and my co-producer Nathaniel Hansen on exactly 'how much' we should try and raise. If you compare that figure to other independent or studio productions, a budget of \$150,000 for animation is a drop in the bucket ... but it's still a *boatload* of money, and we feel we have a very real stewardship to utilize these funds as carefully as possible."

Salmon's idea has already drawn a lot of attention online, including Kickstarter pledges from Apple co-founder Steve Wozniak, Neil Gaiman himself (who blogged about why he loves this idea) and over 1100 other supporters so far. With the recent success of kickstarter projects like the film *Blue Like Jazz* (who were attempting to raise \$125k and finished their campaign with \$345k in just 30 days), this very well might serve as a new model of film fundraising.

The film will utilize a variety of different techniques to create the feeling of a graphic novel come-to-life, more 2½D than typical 3D animation. With richly designed, highly detailed 3D character models and environments, images will be rendered and 'filmed' with a virtual 3D camera.

Monies raised through Kickstarter will be used to create all of the designs, high-end 3D models, original music, special effects & titles, language transcriptions, legal fees, as well as the process of combining all of these elements: rendering, compositing, sound design and editing. In addition, there are hardware and software needs in order to create everything at high resolution (2K) as the finished film will be able to screen theatrically.

All of this, according to Salmon, was part of the plan: “This story is worth every cent we can muster-up -- we *don’t* want to short change anyone (ourselves or the many generous fans) by taking short-cuts. We also want to be able to offer the other talented artists who will be involved along the way compensation for their time & talent – and not have to call in ‘friend-favors.’”

The animated fan film of *The Price*, in addition to the larger budget projects that have found their way on to Kickstarter in recent months, seem to point to a shift in the way fans, established artists as well as up-and-coming creators, are coming together to make new work. Whether or not the model is sustainable remains to be seen.

“All I’ve ever wanted to do is to make movies,” Salmon says, “and Neil’s incredible story is one that touched me deeply -- and judging from the amazing fan response so far -- one that has touched hundreds of others as well. I can’t *wait* to make this film!!!”

With nearly 1200 backers and counting, it seems that there are many others who share Salmon’s vision for Neil Gaiman’s work. While all signs seem to point in the direction of success, the team has a long way to go to meet their goal.

Christopher Salmon’s *The Price* kickstarter project runs through November 30, 2010 11:59pm EST. If the goal isn’t met by the end of the run, then no funds change hands. Those interested in supporting the project, should visit <http://kck.st/bUQsac> to learn more.

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For more information about this project, or to schedule an interview with Christopher Salmon, contact Nathaniel Hansen nh@nathanielhansen.com

Kickstarter Link: <http://kck.st/bUQsac>

Film Website: <http://www.theprice-movie.com>