

POVERTYWORKS PRESS

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THE COMPLETE FILMMAKING RESOURCE BOOK, **"REBEL WITHOUT A DEAL," ANNOUNCES IMMEDIATE AVAILABILITY.**

*Author Vincent Rocca Chronicles The Experience Of Making A Movie,
Getting It On The Shelves Of Wal*Mart And Getting Paid.*

SAN FERNANDO VALLEY, CA (December 12, 2010) – Valley author and resident, Vincent Rocca, has published *Rebel without a Deal*, a 334-page book that chronicles Rocca's firsthand experiences making the cult indie movie *Kisses and Caroms*. Inspiring moviemakers and film lovers will enjoy this first ever complete moviemaking resource that contains every aspect of filmmaking down to profit and loss statements.

Rocca's \$11,000. film garnered distribution from Warner Bros. landing on the shelves of Wal*Mart and has gone on to gross over \$1 million dollars. Unlike many film books that only discuss making and marketing movies, *Rebel without a Deal* takes it a step further, all the way through distribution to final financial statements detailing Warner Bros. sales figures. This allows the reader to not only experience how the movie came to be, but also why it got distributed and what kind of money was made.

Filmmaking books usually only focus on one aspect of the journey, this is the first real case study to chronicle the entire filmmaking process from concept through to actual financial statements on the films sales. Upcoming filmmakers who are trying to prepare budgets will be elated to discover the financials outlined in this book and the journey Rocca went on to achieve them.

Rebel without a Deal also contains detailed conversations with New York Times bestselling author and award-winning screenwriter/director Kevin Smith as he lends his take on Rocca's journey and shares his own experiences with his first movie, *Clerks*.

About Vincent Rocca

Born and raised in California, Vincent Rocca, a High School dropout, has always lived near Hollywood, but had no formal connections to the industry. After launching a successful adult video company, he went on to pursue a career in mainstream filmmaking and began writing about his experience. The journals chronicling the making of *Kisses and Caroms* became the basis for the book *Rebel without a Deal*, which is currently available in paperback on Amazon and in digital e-book format for the Kindle, Nook and iPad.

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