

POVERTYWORKS PRESS

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BOOK TRAILER RELEASED FOR PRODUCER VINCENT ROCCA'S ULTIMATE FILMMAKING BOOK, REBEL WITHOUT A DEAL FROM POVERTYWORKS PRODUCTIONS.

The trailer captures the essence of the filmmaking book in a Hollywood effects laden 60-second spot.

HOLLYWOOD, CA (March 04, 2011) – Now available from PovertyWorks for immediate viewing at RebelWithoutADeal.com, the 60 second trailer gives readers a chance to glimpse what awaits them in the filmmaking book that has garnered rave reviews.

"I am extremely pleased," stated Rocca, "with the critical acceptance of this filmmaking book. We needed a trailer that elevated *Rebel without a Deal* and satisfied the filmmaking community. Unfortunately this wouldn't come cheap. We did call in a lot of favors, landed a well-known Hollywood writer and utilized a complete production crew. But where things got really pricy was in postproduction. There are over 30 effects shots in 60 seconds done employing the same high-end production suite that created the stunning visuals for *Avatar* and *Inception*. Next we harnessed a fully outfitted audio post facility to record over 20 Foley sounds and do the final audio mix down. The end result is one hell of a trailer that effectively tells the story of *Rebel without a Deal* and perfectly caters to the filmmaking books audience."

The 334 page book, *Rebel without a Deal* chronicles how a High School dropout made his first movie in five days for \$11,000 and got it distributed through Warner Bros. where it went on to gross over a million dollars.

Everything is covered from film school to distribution including writing, financing, shooting, postproduction, film festivals, meeting Kevin Smith and suicidal depression. No subject is taboo. This is a real account of no-budget filmmaking, down to profit and loss statements.

Rebel without a Deal also contains conversations with New York Times-bestselling author and award winning screenwriter and director, Kevin Smith as he relates his experience with *Clerks* and *Red State*.

The new book trailer can be seen in High Definition at:
<http://www.youtube.com/watch?v=pJ8cPRQG0Y0>

The ultimate filmmaking book *Rebel Without a Deal* is now available in paperback at Amazon and in digital e-book formats for the Kindle, Nook and iPad. Purchase your copy today.

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 from PovertyWorks Press in paperback and in e-book formats from your favorite online retailer.

RebelWithoutADeal.com

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