



3 OUT OF 4 STARS!
"Charming, winning and sweet"

rogerebert



a film by Bill Sebastian

“draws you in and holds you tight... addictively watchable throughout”

**FILM
THREAT**

Log Line:

“QWERTY” is the heartwarming tale of introverted word-nerd Zoe and her newfound love Marty as she attempts to become the 2nd ever female National Scrabble™ Champion.

Synopsis:

Before introverted word-nerd, Zoe, gains the courage to enter the National Scrabble™ Championship, she meets her emotional match in Marty, an irascible recluse. She finds him equally pitted against the opposing forces in her life - other people - including family, co-workers and a couple particularly irksome adversaries standing in the way of her dream to become the world's second female National Scrabble™ Champion.

Long Synopsis:

The socially outcast, but verbally gifted Zoe, whilst not eating, drinking and dreaming Scrabble™, works a lonely desk job at the Illinois Department of Motor Vehicles screening personalized license plates for hidden dirty words or messages. At the mall, she meets Marty, a down-on-his-luck security guard in the midst of a career-changing public meltdown over the price of underwear and the implied size of a male model's genitalia. “Say it with me, you're better than your underwear!” he screams from atop the retail display to anyone who will listen. Inexplicably drawn to Marty, Zoe steps in to try to save his job with an outlandish story about life-saving heroics. The ruse fails, but sets them on a trajectory of fledgling, insecure love. “I’ll show you what your name spells,” she says as she pulls a handy bag of Scrabble tiles from her purse. Marty's full name rearranged doesn't make much of anything, but every new, dangerous and intriguing mystery man needs a nickname, and Marty's will be “Mucky” - an appropriate one for a man mired in self-doubt and loathing. Marty's “muck” nearly gets the best of him, but his only friend, Lewis, the friendliest sandwich-board toting religious zealot you'll ever meet, convinces him, “Call her Marty, Jesus wants you to”. Like horny teenagers, they become inseparable, until several sheet-soaked days later the forces of everyday life come crashing down. Zoe's work, Marty's lack of a job... and ominously Zoe's father's 60th Birthday party. The event looms heavy on Marty, and only with the encouragement of sageful Lewis, does he pull him back from the self-destructive brink and into the car on the way to the suburbs in time for dinner. But it's Zoe who feels the wrath of a family she only partially knows and a parental unit with the heart of an ATM. Vowing to never return, and strengthened by the ordeal, Zoe finally joins the local library Scrabble™ club she's witnessed from afar and yearned to be a part of for so long. She may have known it, but now she can't deny it - she's good, damn good! And her new friends are not letting her get away. This year's National Scrabble™ Championship is in Chicago, and with the right preparation and concentration, Zoe could become the world's second female National Scrabble Champion. As Zoe works the board, Marty faces his own demons in a showdown of nature vs. inner man. In front of an audience of 100s, television cameras and her estranged step-sister, the conclusion of the 17th Annual National Scrabble™ Championship appears to be as uncertain as the path of these two lovers.

Directed by Bill Sebastian, “QWERTY” was shot on location in Chicago, IL. The film stars Dana Pupkin & Eric Hailey. Juliet McDaniel's screenplay won Waterfront Film Festival's 2005 Screenplay Competition.

*Info:**Contact:*

TITLE:	QWERTY	DIRECTOR:	Bill Sebastian bill@qwertythemovie.com
PRODUCTION COMPANY:	INTENTIONAL FILMS		
LENGTH:	90 MIN 30 SEC		
FORMAT:	HDCAM (COLOR)	PRODUCER:	Nat Dykeman qwerty@qwertythemovie.com
SOUND:	STEREO		
FILMED IN:	CHICAGO, IL		
WORLD PREMIERE:	APRIL 12, 2012		
URL:	qwertythemovie.com	DISTRIBUTION:	FilmBuff info@filmbuff.com 212-463-6403
IMDB:	imdb.com/title/tt1591071/		
FACEBOOK:	facebook.com/qwertythemovie		
TWITTER:	twitter.com/QWERTY_TheMovie		

*Cast:**Crew:*

ZOE	Dana Pupkin	DIRECTOR	Bill Sebastian
MARTY	Eric Hailey	WRITER	Juliet McDaniel
LEWIS	Bill Redding	EXECUTIVE PRODUCERS	Nat Dykeman
DIRK	Joel Wiersema		Jeremy Truelove
KEN	Mike McNamara		Bill Sebastian
KATIE	Claire Tuft	PRODUCERS	Nat Dykeman
HOLLY	Katherine Banks		Jeremy Truelove
AMBER	Eliza Toser		Bill Sebastian
JAKE	Jake Jarvi		Dana Pupkin
NANCY	Sandy Gulliver	CO-PRODUCER	Avram Dodson
BOB	Dan Flannery	ASSOCIATE PRODUCERS	Gary Tillery
JONATHAN	Jeff Garretson		Ricardo Veiga
LIZZIE	Kate Froehlich		Clyde Sebastian
VIRGINIA	Diana Simonzadeh		Joseph Michael Colson
MR. DAVIES	Rich Baker	DIR OF PHOTOGRAPHY	David Wagenaar
MARTY'S BOSS	Sean Patrick Leonard	EDITED BY	Noel Williams
NEWSCASTER	Steve Gelder		Bill Sebastian
MITSY DUGAN	Rebecca Bardsley	COSTUMES	Scot Fontaine
PARKER SMITH	Dion Jackson	MUSIC COMPOSED BY	Ricardo Veiga
BILL WILLIAMS	Bill Sebastian		Bruce Chianese
JIM WRIGHT	Adam Bartley	MUSIC SUPERVISOR	Lance A. Schart

Screenings:

APRIL 12 & 14, 2012	AMC THEATRES KANSAS CITY FILM FEST
APRIL 15 & 17, 2012	DALLAS INTERNATIONAL FILM FESTIVAL
APRIL 20 & 21, 2012	NASHVILLE FILM FESTIVAL
MAY 6, 2012	SEATTLE TRUE INDEPENDENT FILM FESTIVAL
MAY 25, 2012	BIG ISLAND FILM FESTIVAL, WAIKALOA, HAWAII
JUNE 9, 2012	DEADCENTER FILM FESTIVAL, OKLAHOMA CITY, OK
JULY 14, 2012	PARK CIRCLE FILMS SERIES, NORTH CHARLESTON, SC
JULY 28 - AUG 1, 2012	GENE SISKEL FILM CENTER, CHICAGO, IL
AUG 2, 4, 2012	PRESCOTT FILM FESTIVAL, AZ
AUG 14, 2012	AMC UNIVERSAL CINEPLEX 20, ORLANDO, FL
SEPT 21-23, 2012	PORT TOWNSEND FILM FEST, WA
SEPT 21-23, 2012	SECRET CITY FILM FESTIVAL, KNOXVILLE, TN
SEPT 27-30, 2012	CRESTED BUTTE FILM FEST, CO
OCT 21, 2012	CINEMA FALLS, SIOUX FALLS, SD
NOV 11, 2012	EAST LANSING FILM FESTIVAL, MI
NOV 11, 2012	LOS ANGELES TUGG PREMIERE, LOS ANGELES, CA
NOV 20, 2012	SAN FRANCISCO. BAY TUGG SCREENING, CA
NOV 20, 2012	DETROIT AREA TUGG SCREENING, MI
DEC 18, 2012	AUSTIN TUGG SCREENING, TX
JAN 25, 2013	TRAIL DANCE FILM FESTIVAL, DUNCAN, OK
FEB 15, 2013	BELOIT INTERNATIONAL FILM FESTIVAL, BELOIT, WI
FEB 27 - MAR 3, 2013	DURANGO FILM FESTIVAL, DURANGO, CO
MAR 1, 2013	WINTER FILM AWARDS, NEW YORK, NY
MAR 5, 2013	MIDWEST INDEPENDENT FILM FESTIVAL, CHICAGO, IL
MAR 6-10, 2013	OMAHA FILM FESTIVAL, OMAHA, NE

Awards:



Director's Statement:

"As with all love stories, there's a message: life is worth it"

I don't know why I keep making movies with weird names. My last one was "Midlothia." Some day when I have an established career, I plan on angling to remake "Synecdoche, New York." Until then, here's "QWERTY". It's easy to type and makes a terrible account password, but beyond that, it's a legitimate Scrabble™ word, which could come in handy when you're playing against your grandmother. You'll have to use the internet to prove it, and some old people don't take kindly to that sort of digital tyranny, but that's okay, they've earned their opinions.

Awhile back someone asked me to define the word "Midlothia" - I eventually decided it was something between a bad day and break-up you were too chicken to do yourself. But I didn't know that at the time. It's a word that evolved while we were shooting the film, and took on meaning long after, in the edit room, and at festival when audiences watched the movie.

"QWERTY's" a lot like that. When we started, we had a couple of really interesting characters on paper - two lonely souls in what often seems like a soulless world. And thanks to Juliet McDaniel's script, one of them was about to embark on a journey to the National Scrabble™ Championship - which was untrodden ground for all of us. Even though it's nice to think a director always has a clear vision in mind, I find that vision changes as you go. For us, it started with the rehearsal process in our living room with Dana Pupkin & Eric Hailey for several weeks before we traveled to Chicago to begin shooting, it changed again on set with our local actors, and probably it isn't over. What I do know about "QWERTY" is that it has become bigger and better than any of us thought it was when we started. When you live with a film in post-production for a year a half, you'll curse the film, no matter what it is, but this is a film, I'm proud to say I fell back in love with. And that's what "QWERTY" is, a love story.

As with all love stories, there's a message: life is worth it - even for two social misfits like Zoe & Marty. Like the word "QWERTY", whose definition is narrow and use is rare, there's a very specific place and a very specific person out there for everyone.

"QWERTY is what every indie rom-com should be"

DALLAS
Observer

"A triple word score worth of charm"

NASHVILLE
SCENE

"a warm endearing look at love"

D MAGAZINE

Bios:

Bill Sebastian (Director)

a graduate of Southern Methodist University, made his first feature film about an unemployed ninja when he was 19. Since then, Bill has made more than a few shorts and the critically acclaimed feature "Midlothia", which won 10 awards, including Best Director at the Traildance and Microcinema Film Festivals. He recently directed four episodes of "Dwelling", the MetaCafe award-winning web series created by Anthony Q. Farrell, writer for "The Office". Sebastian is an avid soccer player, lucky husband to actress Dana Pupkin, and proud new father to a little girl affectionately nick-named "Newt" - after the character in "Aliens". *"In competition, as in love, you have to jump head first"*



Juliet McDaniel (Screenwriter) wanted to grow up to be the World's First Mermaid/Writer. A graduate of Lake Forest College (B.A. American Studies) and DePaul University (M.A. Writing), Juliet works as a writer and marketer in Chicago's Wicker Park. She's hard at work on a new script - and the whole mermaid thing. So look out, Lake Michigan! *"I decided to write a romantic comedy that didn't suck. I wanted it to feel like a real life romance - equal parts joy and terror, elation and let down."*

Nat Dykeman (Producer/Exec. Producer) After winning on Henry Rollins' IFC Show "Film Fanatic", Nat fulfilled his dream of starting The Lake County Film Festival, where he met director Bill Sebastian during the festival run of "Midlothia." Nat connected Bill to Juliet's script, & together they embarked on "QWERTY". *"In QWERTY, the characters struggle against obstacles to create something unique & special. The story inspired us to do the same thing"*

Jeremy Truelove (Producer/Exec. Producer) attended Iowa State University and speaks fluent French. His two bedroom town-house served more than just a few functions: location for over 20 scenes; housing for our director and two lead actors; production office; storage for our film equipment and nerve center/refueling depot during filming. *"QWERTY means 'triumph over chaos.' ...completing a movie of this scope on this budget is impossible, yet we got there.."*



Dana Pupkin (Zoe) has been hooked on acting since playing a toad in local theatre in San Jose. Her studies at San Francisco State University and work at MSNBC and E! Entertainment, also prepared her to step up into a production role on "QWERTY". Dana can be seen in the award-winning web series "Dwelling". In 2011, Dana started a jewelry line, and one of her pieces was featured in a Maybelline® ad! Dana is thrilled to be jet-setting across the U.S. for "QWERTY's" festival run with her true loves: her husband Bill Sebastian and their newborn baby girl, Amelia. *"I was intrigued by the loneliness of Zoe masked by her playful exterior."*

Eric Hailey (Marty)

hails from Nashville, TN, and resides in Los Angeles. After extensive experience onstage, his first film role was the ever-present Pizza Guy in the award winning Indie feature "Asian Stories". Recently Eric was featured in Grum's music video "Through the Night" in the Saatchi and Saatchi Directors Showcase at Cannes Lion. He's currently involved in several web series, including the MetaCafe award winner "Dwelling". Eric would like to thank his parents and everyone who helped make this film happen. *"I think the film is about how a pivotal relationship can change the way you see yourself."*



"QWERTY makes you feel like you hit the triple word score in the final round"

THE TENNESSEAN



“One of the biggest reasons that QWERTY shines so brightly is that McDaniel has given us two delightfully different yet equally searching souls...Hailey proves to be the perfect counterpoint to Pupkin’s quietly vibrant performance as Zoe”

THE INDEPENDENT CRITIC

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