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CHRISTMAS WITH A CAPITAL C

PURE FLIX ENTERTAINMENT ANNOUNCES DVD RELEASE FOR NOVEMBER 1st



Los Angeles, CA: Christmas has always been an exceptional time of love and tradition in the small town of Trapper Falls, Alaska. Hometown Mayor Dan Reed (Ted McGinley) looks forward to each year with enthusiasm to all the events, friends and family that fill this special season. Together with his brother Greg (Brad Stine) they dedicate time away from their adventure tour company to drape the town in Christmas cheer. When Dan's old high school rival Mitch Bright (Daniel Baldwin) returns home after 20 years, Dan is immediately suspicious. Mitch is a highly successful big city lawyer who has never wanted anything to do with Trapper Falls or its people, so why now?

The rivalry re-ignites when Mitch takes offense to seeing the town's flagrant violation of the constitution's Establishment clause. Mitch wants the Nativity scene removed from the front of City hall and more importantly the word Christmas switched to Happy Holidays on all signs. Fifty years of tradition are now challenged not by an outsider but a former member of the community. As the conflict escalates it goes beyond one persons opinion but magnifies into an entire town problem when Mitch enters into the mayoral race to have Dan replaced.

In the heat of the legal battle and facing certain defeat, Dan's wife Kristen (Nancy Stafford) and their daughter Makayla (Francesca Derosa) wanting to show the true meaning of Christmas are inspired to launch a "Christmas with a Capital C" campaign as an effort to keep the town together. In doing so they discover the secret behind Mitch's return but also reminds all of Trapper Falls that with the arrival of God's Son, peace on earth and good will was to be given to all; even those whose heart seem closed to Him.

Product Details:

DVD Release Date: November 1, 2011 **Sugg. Rtl. Price:** \$14.99/\$19.99 (Blue-ray) **UPC #:** 893261001301 **Run Time:** 81 minutes **Studio:** Pure Flix Entertainment (www.pureflix.com) **Genre:** Inspirational Faith Family Drama **Rating:** Dove Family-Approved. Recommended for all ages **Trailer:** www.pureflix.com/christmas **Cast:** Ted Mc Ginley (*Happy Days, Love Boat, Hope & Faith*), Nancy Stafford (*Matlock*), Daniel Baldwin (*Cold Case, Homocide: Life on the Streets*) and Brad Stine (*Sarah's Choice, Apostles of Comedy*)

About Pure Flix Entertainment:

Pure Flix Entertainment, LLC (PFE) produces, distributes, acquires and markets Christian and family-friendly film properties. PFE unites some of the most respected and successful members of the Christian film community with the objective of positioning itself as the industry leader for the production and distribution of high quality, inspiring movies and television programs, while doing so with integrity. Impacting how they think can impact how they live and the choices they make. Mission Statement: transforming the human spirit through values based entertainment. For additional information please go to www.pureflix.com.

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