

FACT SHEET

TITLE: **HELP! THE MOVIE**
[TV-PG] [CC] [Stereo]

LENGTH: 1/92

NOLA CODE: HTMO

CATEGORY: Music & Entertainment

OFFERED: September 2007, page S32

EXPECTED RELEASE: November 23, 2007

CONTRACT TERMS: Four releases to be completed by November 22, 2008. A release is defined as unlimited use within seven days.

PROGRAM SUPPLIER: NBD Television, Ltd.

PROGRAM DESCRIPTION: **HELP!** — the sequel to the Fab Four's enormously successful film debut *A Hard Day's Night* — follows the group on a light-hearted jaunt around the globe. When a fan sends Ringo an ancient sacrificial ring that becomes stuck on his finger, he is targeted by a group of hilariously-obsessed oriental mystics, as well as an ambitious scientist who has his own plans for the ring. On the run, the Beatles are chased from London to the Swiss Alps to the Bahamas, outwitting their pursuers, singing great songs and having a ball. The film, directed by Richard Lester and featuring public television favorite Leo McKern (*Rumpole of the Bailey*), has recently been remastered and looks and sounds better than ever!

The soundtrack includes the following Beatles favorites: "Help!," "The Night Before," "From Me To You," "You've Got To Hide Your Love Away," "I Need You,"

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“Another Girl,” “Ticket to Ride” and “You’re Gonna Lose That Girl.”

Leonard Maltin's *Movie & Video Guide* rates this classic film three and a half stars out of four, describing it as a "crazy, funny film ... Lots of wild gags."

PROMOTIONAL MATERIALS:

A press kit, including a fact sheet and press release will be posted to PBS Connect and to APTonline.org. Color and B&W photography is available via email and will also be posted to APTonline.org. All press kits will be posted to APTonline.org and PBS Connect approximately three weeks from date of Contract Confirmation notice. If you need materials sooner or have questions, please contact Mike Nadeau at ext. 150.

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BROADCAST HISTORY:

Sundance Channel 2007, APT 1995-1996

RELATED MERCHANDISE:

The remastered DVD of the film is available as well as the CD and a variety of Beatles merchandise.

Pledge: If you are interested in pledging this program and need assistance with premiums, please contact Kerry Taylor at 617-338-4455, ext. 121.

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PRESS RELEASE

Laugh and Sing Along With The Beatles in Their Rollicking Feature Film **HELP! – THE MOVIE**

Released at the height of Beatlemania in 1965, **HELP!** is a madcap adventure full of fun, laughter and the classic songs of The Beatles, with the deadpan humor and musical wizardry of John, Paul, George and Ringo delighting audiences and critics alike. Coming to public television stations nationwide beginning November 23, 2007, **HELP!** remains one of the most memorable artifacts of an era where The Beatles ruled the world.

The acclaimed follow-up to The Beatles' first film, *A Hard Day's Night*, **HELP!**, distributed by American Public Television, re-teamed the Fab Four with renowned director Richard Lester (*A Hard Days Night*, *The Three Musketeers*). In this feature-length film, a fan sends Ringo an ancient sacrificial ring—which promptly gets stuck on his finger and sends the group off on a series of mirth- and music-filled hijinks. Targeted by a cult of obsessed oriental mystics, a determined scientist, and Scotland Yard, the group travels from London to the Swiss Alps to the Bahamas, outwitting their pursuers at every time in their inimitable fashion.

The film includes performances from a stunning list of songs off The Beatles'

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accompanying albums. Playing in locations around the world, the band performs favorites like “Help!,” “From Me to You,” “Another Girl,” “Ticket to Ride,” “You’re Gonna Lose That Girl” and “You’ve Got to Hide Your Love Away.” The movie captured the carefree spirit of the The Beatles and the decade they lived through, as the band remembered.

“Things went a little bit awry,” said Paul McCartney, reflecting on the making of the film. “See, we said, ‘We’ve never been to the Bahamas, can you write that in? I’ve never been skiing, I wonder if you could write in a scene with me skiing?’”

Light-hearted, fun, and full of good nature and great music, **HELP!** is a wonderfully enjoyable Fab Four adventure.

HELP! THE MOVIE, produced by Walter Shenson and directed by Richard Lester, was acquired from NBD Television Ltd. by American Public Television for syndication to public television stations nationwide.

About American Public Television

For 46 years, American Public Television (APT) has been a prime source of programming for the nation’s public television stations. APT distributes more than 300 new program titles per year and has 10,000 hours of programming in its library. It is responsible for many public television milestones including the first HD series and the 2006 launch of the Create channel featuring the best of public television’s lifestyle programming. APT is known for its leadership in identifying innovative, worthwhile and viewer-friendly programming. It has established a tradition of providing public television stations with program choices that strengthen and customize their schedules, such as *Winged Migration*, *Battlefield Britain*, *Globe Trekker*, *Rick Steves’ Europe*, *Great Museums*, *Jacques Pépin: Fast Food My Way*, *America’s Test Kitchen From Cook’s Illustrated*, *Broadway: The Golden Age*, *Lidia’s Family Table*, *California Dreamin’ – The Songs of The Mamas & the Papas*, *Rosemary and Thyme*, *P. Allen Smith’s Garden Home*, *The Big Comfy Couch*, *Monarchy With David Starkey*, and other prominent documentaries, dramatic series, how-to programs and classic movies. Press should contact Mike Nadeau at 617-338-4455 ext. 150 or email Mike_Nadeau@APTonline.org. For more information about APT’s programs and services, visit APTonline.org.

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