URBAN DIARY.TV LAUNCHES ANNUAL INDEPENDENT FILM SERIES AT THE SCHOMBURG CENTER

Award-winning documentary “Ballplayer: Pelotero” to open the series

FOR IMMEDIATE RELEASE:

New York City – June 6, 2012 -- Urbandiary.tv will begin hosting its Annual Independent Film Series with the acclaimed baseball documentary Ballplayer: Pelotero at a red carpet premiere on July 2, 2012, at the Schomburg Center for Research in Black Culture in New York City. Distributed by Strand Releasing, Ballplayer: Pelotero, along with seven other winners of the Urban Diary Legacy Independent Film Award for Excellence, will be showcased on eight consecutive Mondays during July and August, beginning July 2 at 6:00 P.M. The other seven winners will be announced on June 15, 2012.

The mission of Urban Diary Legacy Awards Series is to present award-winning feature films and documentaries that accurately portray the cultural conditions and triumphs of people of color worldwide, while maintaining artistic vision and excellence of craft. Bernard Butler, President of Urban Diary, says, “The Mission Statement for this annual Series is simple: Real People, Real Stories, Real Life.”

Ballplayer: Pelotero, narrated by John Leguizamo, is a gritty, never-before-seen look inside the world of Major League baseball training camps in the Dominican Republic. Today, more than 20% of all Major League ballplayers are created by this plantation farm system. The film centers on Miguel Angel and Jean Carlos, two of the top prospects at the training camps. Both are about to turn sixteen, which means they can be signed to a Major League farm team and, ultimately, move up to the Majors. Filmmakers Ross Finkel, Trevor Martin, and Jonathan Paley take you inside for an up close and personal look at the emotional cost of being a professional Major League ballplayer.

Ballplayer: Pelotero will be open to the public on July 13 in New York City at The Maysles Cinema in Harlem and at The Quad Cinema in Manhattan. “We are honored to have the privilege of launching this annual Series with a film the caliber of Ballplayer: Pelotero,” says Bernard Butler. “This film is in complete alignment with our mission for this annual Series.”
The Urbandiary.tv Series will annually select and feature the best eight films that accurately reflect the lives of people of color. Because The Schomburg Center and Urban Diary realize the importance of sports culture in communities of color, they have decided to open the Series with Ballplayer: Pelotero.

“Our primary objective,” says Butler “is to showcase awarding-winning, independent-film producers, directors, and actors of color who have the ability to create magic in cinema. We want to acknowledge films that demonstrate the ability of people of color to achieve against overwhelming odds and adversity. Real stories, about real people, living real life with courage and dignity.”