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DIRECTOR TODD EDWARDS and **BLUE YONDER FILMS**

announce their newest music video,

HANSON'S "Thinking 'Bout Somethin"

featuring "WEIRD AL" YANKOVIC

and an homage to the classic cult hit

THE BLUES BROTHERS premiering today exclusively on
MYSPACE MUSIC!



MEDIA ALERT

DIRECTOR TODD EDWARDS and **BLUE YONDER FILMS** announce their newest music video, **HANSON'S "Thinking 'Bout Somethin" featuring "WEIRD AL" YANKOVIC** and an homage to the classic cult hit **THE BLUES BROTHERS** premiering today exclusively at <http://www.myspace.com/index.cfm?fuseaction=music.videos&videoid=104317949>

Back in the 90's BLUE YONDER FILMS shot an audition tape for a band comprised of three very talented and young brothers--the tape was sent to Dr. Pepper as an audition for a promotion. That gig didn't pan out for the band, but a catchy, grammy-nominated song called MMMBop put them on the map. The Hanson brothers have grown up now, and Blue Yonder has stayed in close touch with them over the years, happy to celebrate milestones together. The Hansons attended director TODD EDWARDS' film premiere of CHILLICOTHE at Sundance '99, and they were also there for the HOODWINKED premiere in New York City in 2005. The BLUE YONDER team has attended Hanson concerts as well, proud supporters of their friends, a three-time Grammy-nominated independent band.

In January of 2010, while finishing recording their upcoming album "Shout It Out", Hanson and BLUE YONDER got together to discuss a video concept the band had for the album's first single release: Thinking 'Bout Somethin. "The guys have been fans of The Blues Brothers for many years, and so have we, and they wanted to know if we felt it was feasible to do an homage to the "Shake Your Tailfeather" scene from the movie--we all have so much respect for the iconic status of the original movie so we treaded lightly at first" said producer TIMOTHY HOOTEN. The Hansons and BLUE YONDER had several collaborative brainstorming sessions to fine-tune the idea, and director TODD EDWARDS made it his mission to execute a shot-for-shot production. KATIE HOOTEN, producer said, "We knew we couldn't re-build Ray's Music Exchange as an exact replica, but we could get pretty darn close. On the set, Todd took so much delight in framing moments that would trick the audience into wondering if we digitally dropped the performers into the original set."

For BLUE YONDER, there is a lot of gratification derived from making a project like this happen with friends. "It is a treat to have friends like these guys who are so talented as song-writers, musicians, and performers" said director Todd Edwards. "I've wanted to direct something for them for a while now, but the timing has never worked out. We had a short window before our new film JEFFIE WAS HERE would be hitting the festivals, so I'm really glad we could make it happen this time with such a great song and solid concept" said Edwards.

The video re-creates a classic scene from the cult hit The Blues Brothers, and includes over 60 dancers and hundreds of extras dancing in the streets and interior shots that will be best appreciated in a side-by-side viewing with the scene from the movie. A surprise of the video is the appearance of "WEIRD AL" YANKOVIC as "Murph" the tambourine player. "Al danced at 100% intensity for several hours, and we were blown away by all of the energy he brought," said Edwards. "He's an icon, and the godfather of the parody video, so to have him in it brings another layer of humor and meaning to the homage."

HANSON will release their new record "Shout It Out" on their own 3CG Records on June 8, 2010

BLUE YONDER FILMS is currently "on tour" at festivals with their indie comedy JEFFIE WAS HERE, written, directed, and scored by TODD EDWARDS, and produced by KATIE HOOTEN and TIMOTHY HOOTEN. Starring PETER BEDGOOD, ALEXIS RABEN, TODD EDWARDS, CRISTINE ROSE AND KEN MARINO.

UPCOMING JEFFIE WAS HERE SCREENINGS www.jeffiewashere.com

SACRAMENTO INT'L FILM FESTIVAL SATURDAY APRIL 24 <http://www.ncwfonline.org/april242010.html>

NEWPORT BEACH FILM FESTIVAL THURSDAY APRIL 29 <http://newportbeachfilmfest.tix.com/Event.asp?Event=256849>

LOS ANGELES UNITED FILM FESTIVAL on FRIDAY APRIL 30 <http://www.theunitedfest.com/losangeles/tickets.htm>

WWW.BLUEYONDERFILMS.COM

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