

RUNNING WILD

→ THE LIFE OF DAYTON O. HYDE ←

“RUNNING WILD” TO PREMIERE AT “CINEMA FALLS” IN SIOUX FALLS, SOUTH DAKOTA

Film marks the inspiring journey of a remarkable South Dakotan cowboy who triumphs in his quest to protect wild horses and the American West.

New York, NY – April 10, 2013 – Free Running Films is pleased to announce the South Dakota premiere of **Running Wild: The Life of Dayton O. Hyde** at “Cinema Falls: The Destination for Film,” in Sioux Falls on Sunday, April 21, 2013. This cinematic adventure explores the compelling life of Hyde, a cowboy conservationist and South Dakota resident who has dedicated his life to protecting the threatened wild horses and the land of the American West. It is a captivating story of incredible determination and accomplishment, heartwarming and poignant emotional moments. **Running Wild** features spectacular footage of wild horses, Hyde’s Black Hills Wild Horse Sanctuary in Hot Springs, South Dakota and his Yamsi Ranch in Oregon’s Klamath Basin. The film marks Emmy Award winning producer Suzanne Mitchell’s feature directorial debut and was executive produced by two time Academy Award winner Barbara Kopple. Mitchell, Hyde and the team from the Sanctuary will attend Cinema Falls.

Running Wild and Dayton O. Hyde have received incredible audience response at the film’s previous showings at the Slamdance Film Festival in UT, Sedona International Film Festival in AZ, Cinequest Film Festival in CA, and both the Palm Beach International Film Festival and Sarasota Film Festival in FL. At Cinequest, sold out, standing ovation audiences were left awed and inspired by the film and voted the film to Audience Favorite status, enabling an encore screening to another full house. Theater-goers stated, “Thank you so much for this incredible film” and “Dayton is my hero” to the filmmaking team over and over again. At Sarasota, audience members said it was the “Best film of the festival!” **Running Wild** will be welcomed to Sioux Falls with a meet and greet ‘social hour’ at the Icon Lounge, 402 North Main Avenue on Sunday, April 21 at 5:30pm, followed by the film’s premiere at 6:30pm at the same location.

The film chronicles Hyde’s dramatic journey of challenges and successes that began in Michigan and took him across the West. From rodeos, conservation battles and wild horse rescues to his award-winning books, personal heartbreak and new found love, **Running Wild** is the self-told tale of a 6’5” cowboy who demonstrates the importance of defending our natural world. Dayton has a breathtaking 12,000-acre prairieland sanctuary, where more than 500 mustangs rescued from the controversial wild horse roundups in the west, slaughter or misery now run free. The film includes never-before-seen footage of a Lakota Naming Ceremony, held to recognize Hyde as a protector of sacred land. Hyde continues to fight to protect the land and reveals his current effort against a uranium mining company that is poised to pollute the water and contaminate the ecosystems that support the residents, wildlife, and horses of the Black Hills. At 88, Hyde says, “It’s going to be my last great battle, but I’m going to win this one.”

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Upon meeting Hyde years ago, Mitchell was captivated by his passion for wildlife, the clatter of hooves on the prairie, and by the stunning backdrop of the Cheyenne River and Black Hills. She immediately began filming. Said Mitchell, "I had to make a film about this incredible man who has handed his heart over to the West and accomplished so much through sheer will." Mitchell has created television series, specials and documentaries and has won awards including two Emmys, two Gracie's, and an Omni Intermedia Award. Producing celebrated specials for Oprah, HBO, A&E and others, Mitchell collaborates and produces a number of documentaries with Kopple.

Running Wild is scored with an original soundtrack and soon to be released album by singer/songwriter Steve Poltz, featuring the singles "Song For Hawk" and "I Pray It Never Comes To This" on Arrival Records. Poltz' music has charted on Billboard and various radio charts and he is as well known for his impressive collection of ballads, rockers and uniquely melodic finger picking acoustic tunes as he is for "You Were Meant For Me," which he co-wrote with Jewel. Steve debuted live performances of songs from the film's soundtrack at the Slamdance Film Festival in January 2013, accompanied by Allie Gonino on violin/vocals (actress ABC Family's "The Lying Game"), John Castro on bass and Jeff "Stinky" Aafedt on percussion/drums (both formerly of The Rugburns). Poltz delivered heartfelt acoustic performances of songs featured in the film's soundtrack to theater audiences at the Cinequest, Sedona, Palm Beach, and Satasota film festivals. Having just returned from major showcase performances at the Folk Alliance and SXSW, Poltz is actively touring and will open Jewel's west coast concerts in coming months.

Suzanne Mitchell, Dayton O. Hyde, and Steve Poltz will be at Cinema Falls and are available for interview weeks prior to the premiere as well as onsite.

Film Credits: Director and Producer: Suzanne Mitchell, Editor: R.A. Fedde, Cinematographer: Mauro Brattoli, Executive Producer: Barbara Kopple, Executive Producers: Robert Johnson and Alejandro Perez

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Links:

Running Wild website: www.runningwildfilm.com
Running Wild on Facebook: <https://www.facebook.com/runningwildfilm>
Running Wild on Twitter: <https://twitter.com/RunningWildUSA>
Black Hills Wild Horse Sanctuary website: www.wildmustangs.com
Dayton O. Hyde website: www.daytonohyde.com
Steve Poltz: www.arrivalrecords.net/artists/StevePoltz.html
Steve Poltz "I Pray It Never Comes To This" and "Song For Hawk" from the film's soundtrack on iTunes: <https://itunes.apple.com/us/album/i-pray-it-never-comes-to-this/id592227025> and <https://itunes.apple.com/us/album/song-for-hawk-from-running/id604421114>
Cinema Falls Film Festival Running Wild tickets: <http://cinemafallswild.eventbrite.com/>