

RUNNING WILD

ONE MAN'S QUEST TO SAVE THE WILD MUSTANG

Award-Winning Conservation Themed Film "Running Wild" Premieres October 4 in Theaters and Video On Demand

Movie marks the inspiring journey of a remarkable cowboy conservationist who triumphs in his quest to protect wild horses, land and water of the American West

New York, NY – September 24, 2013 – Running Wild: The Life of Dayton O. Hyde premieres in theaters and nationwide through video on demand, Friday, October 4. The cinematic adventure explores the compelling life of a modern day renaissance man and true hero to the earth. Hyde is an old style cowboy and steadfast conservationist who dedicated his life to protecting the wild horses, land, and water of the American West. **Running Wild** is a captivating story of determination and accomplishment, featuring wild mustangs running free on Hyde's breathtaking 13,000-acre Black Hills Wild Horse Sanctuary in South Dakota, and scenes shot at his beautiful Yamsi Ranch in Oregon and boyhood lake house in Michigan. **Running Wild** is directed by Emmy Award winner Suzanne Mitchell and is executive produced by two-time Academy Award winner Barbara Kopple. The film garnered awards for best documentary at several festivals where it received standing ovations, as audiences were awed and inspired by Hyde's passion. (View the trailer: www.runningwildfilm.com. Audience reaction: <http://vimeo.com/68300273>)

Running Wild is a testament to perseverance and achievement despite challenges, and one's responsibility to protect nature. At age 13, Hyde hopped a freight train headed West and began a life journey to defend a fragile and changing natural world, a path that ultimately led him to South Dakota. Here, he successfully created one of the largest wild horse sanctuaries, giving freedom to thousands of mustangs rescued from the controversial BLM wild horse roundups and simultaneously saved an historic tract of land. Hyde's storied past experience includes cowboy, WWII veteran, rodeo clown, champion to sandhill cranes, wolves and coyotes, Life Magazine photographer, award-winning author, and environmental educator and activist. **Running Wild** includes rare footage of a Lakota Naming Ceremony, honoring Hyde as protector of sacred land. Hyde continues his efforts to preserve the environment in his fight against a proposed uranium mining project located near famed Mount Rushmore that has the potential to contaminate the ecosystem and deplete the aquifer that supports all life in the Black Hills, a gamble Hyde and his fellow opponents are not willing to take. At 88, Hyde says, "It's going to be my last great battle, but I'm going to win this one."

The **Running Wild** soundtrack was created by award winning, singer-songwriter Steve Poltz, known for his melodic finger picking acoustic tunes and co-writing Jewel's hit "You Were Meant For Me." The album, featuring "Song for Hawk" is available on Arrival Records.

Running Wild is distributed by Screen Media Films. For premiere cities and theaters: www.runningwildfilm.com/screenings. Digital platforms include iTunes, Amazon, Vudu, Xbox, Playstation Network; and programming distributors Comcast, Time Warner, Cox, DirecTV, Dish, AT&T, Verizon, and others.

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Contact:

Fran Perchick, Director of Marketing & Public Relations
Fran.perchick@runningwildfilm.com 646-369-6643
www.runningwildfilm.com

Black Hills Wild Horse Sanctuary www.wildmustangs.com

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