

RUNNING WILD

ONE MAN'S QUEST TO SAVE THE WILD MUSTANG

“Running Wild” Premieres October 4 in Theaters And Nationwide on Video On Demand

October 4 Premiere Event with Filmmaking Team in New York City

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

New York, NY – September 28, 2013 – Running Wild: The Life of Dayton O. Hyde premieres in theaters and nationwide on video on demand, Friday, October 4. The cinematic adventure explores the compelling life of Hyde, 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, heartwarming and poignant emotional moments. The film features spectacular footage of wild mustangs running free on Hyde’s breathtaking 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 film 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 will host a nationwide premiere event on **Friday, October 4 at 7:00pm at the Village East Cinema at 189 2nd Avenue in NYC**. Dayton O. Hyde, Director Suzanne Mitchell, and the filmmaking team will be there to greet audience members and participate in a Q&A. The event also includes a performance by the film’s soundtrack composer Steve Poltz. Following the Q&A, the team will move to music venue **Bowery Electric at 327 Bowery for a 9:30pm** celebration of the film premiere and the soundtrack album release, where Steve Poltz will perform many songs from the film as well as some of his hits.

Running Wild 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. More than 25 years ago Dayton founded the 12,000-acre prairieland Black Hills Wild Horse Sanctuary, where almost 600 mustangs rescued from the controversial wild horse roundups, 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."

(Continued from Page 1)

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 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 has been actively touring worldwide, and continues to delight audiences with his performances.

Running Wild is distributed by Screen Media Films. For theaters in AZ, CA, CO, MN, NY, OH, OR, TX, VA, WA: 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.

Suzanne Mitchell, Dayton O. Hyde, and Steve Poltz are available for interview.

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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For information, photos, film clips, interviews:

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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: Running Wild soundtrack:
<https://itunes.apple.com/us/album/running-wild-life-dayton-o-/id710959576>
Screen Media Films: www.screenmediafilms.net

