

Kickstart The Movie Studio System!

Written by Australian Business

NEW YORK, Oct. 2, 2013 /PRNewswire-iReach/ -- The Kickstarter community has taken notice: in less than a week, [Scamdance](#), a recent [Kickstarter "Staff Pick](#)
11% funded towards its
\$100,000
goal (
bit.ly/scamdance
). Blending the traditional concept of a movie studio with the crowdfunding power of the internet,

Scamdance
is primed to redefine both indie filmmaking & financing. Instead of shunning the studio system like veteran filmmakers
Spike Lee
and
Zach Braff
, the
Scamdance
team has their eye on
Hollywood
stars as they continue to embrace the fans who support, and believe in this new, highly collaborative project. "It's like
[Project Greenlight](#)
, "
says Writer/Director
[Sean Hanley](#)
. "Only instead of
Matt Damon
and
Ben Affleck

chiming in, our Backers are involved in all the key movie-making decisions."

In recent years, well-known filmmakers have turned to Kickstarter in order to retain creative control of their projects and avoid studio disapproval. In return, their Backers are rewarded with collectible knick-knacks like signed movie posters, scripts and DVDs. *Scamdance* backers, on the other hand, collectively

become

the virtual studio and are encouraged to participate in the entire creative process from the get-go. "The idea is simple," says Hanley. "Our Backers greenlight the project, so they get a voice in the kind of film that they want to see. Instead of creating a focus group at the end of the process, our focus group is formed during the initial stages of pre-production and continues on with us to help generate buzz for the Premiere. And beyond."

In exchange for funding, *Scamdance* Backers receive rewards that offer exclusive, one-of-a-kind *filmmaking experiences* which allow unprecedented, behind-the-scenes access to the making of an indie film. Backers are directly involved in everything from script rewrites to picking actors from audition videos. Scene edits and rough cuts will be voted on collectively, as will the composer's score and other music. "Backers even get the opportunity to audition or sit in the editing bay for a day!"

About the Filmmaker

A former staff writer for [The Nanny](#) (CBS, [Fran Drescher](#)) and co-creator of [Half-Share](#) (HERE TV,

[Alec Mapa](#)

&

[Jack Plotnick](#)

),

[Sean Hanley](#)

is an up-and-coming filmmaker with a refreshing new vision for producing and financing independent films. His latest project is a compelling and hilarious story of a woman who cons her gay "greencard" husband into throwing the biggest (& fakest) film festival so she can extort tons of money from struggling filmmakers. Parodies of iconic scenes from

Breakfast at Tiffany's

,

The Graduate, Risky Business

and

The Exorcist

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help push the story forward as the plot develops and the scam picks up steam.

If you'd like more information about this topic, or to schedule an interview with Sean Hanley, please call

Mario Brassard

at (212) 961-9293 or email

production@scamdance.com

KICKSTARTER: bit.ly/scamdance OFFICIAL WEBSITE: www.scamdance.com

Media Contact: Mario Brassard, Scamdance, 212-961-9293, production@scamdance.com

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