

FOR IMMEDIATE RELEASE:

TOP YOUNG TALENT BEGIN FILMING DANCE/PERFORMANCE MOVIE “NEXT LEVEL”

LOS ANGELES (July 23, 2018)—Joining together to work on what will be the must-see movie for both kids and teens alike, a cast of the hottest rising stars began filming dance/performance movie “Next Level” in Santa Monica in July. The “Fame” meets “High School Musical” film shares the story of teenage relationships being tested, as the teens compete for best performer of the summer while at Next Level, a specialized dance/hip hop/songwriting performing arts program.

The film, produced by Kristi Kaylor and Lisa McGuire, will have a worldwide theatrical release and a large online presence with outtakes, trailers and music videos. Fans will also be able to enjoy the “Next Level” soundtrack, featuring original music from the cast.

“It was important to us to not just cast talent with high social media numbers, as we were looking to showcase talent,” said Kristi Kaylor, producer and president of The Loft Entertainment. “Every talent we cast won us over because of their triple threat abilities to sing, dance and act.”

An equally impressive team was brought together to make The Loft Entertainment’s film concept come to life, including support from executive producers of both Family Theater Productions and Beverly Hills Teddy Bear. The script was written by Byron Kavanagh (Disney’s “Gamer’s Guide to Pretty Much Everything” and Nickelodeon’s “Kickin’ It”), and the film will be directed by Ilyssa Goodman (producer/“Cinderella Story” and director/“the Standoff”). The film also boasts Drew Lane (“High School Musical”) as music supervisor.

ABOUT THE LOFT ENTERTAINMENT

The Loft Entertainment is an entertainment marketing company that specializes in content with talent and brands. It is the ultimate matchmaker between brands and celebs/influencers for marketing programs, activations, social media, content and licensing. The Loft Ent is also known for helping celebs and influencers build brands and launch products. The Loft’s clients include fortune 500 companies to technology brands, apps, fashion brands, beauty brands and food brands. Over the last seven years, The Loft Ent has worked with over 100 brands and over 500 celebs/influencers creating successful marketing programs, activations and launching products. CEO Kristi Kaylor has also worked with celebs such as Mandy Moore, Lindsay Lohan and Jennifer Aniston to launch their own companies’ products and lifestyle brands. Kaylor’s background is rooted in television and film development, launching her career as a producer for MTV and later going on to have a first look producer deal at Longbow Entertainment and running Pacific Motion Pictures Los Angeles office. Kaylor also launched an online network for teen-age girls with spokesperson Jennifer Aniston in 2000 that featured interactive content and won a Bandi Award for Newest New Thing. Learn more by following @kristikaylor and @theloftent.

ABOUT FAMILY THEATER PRODUCTIONS

Family Theater Productions tells stories that inspire, entertain and inform. Founded in 1947 and headquartered on Sunset Boulevard in Hollywood, Family Theater Productions is an award-winning producer of family-suitable and faith-based media for radio, film, television and digital media. The Head of Production is Father David Guffey, C.S.C. Learn more at FamilyTheater.org or on Facebook, at facebook.com/familytheaterHCFM.

ABOUT BEVERLY HILLS TEDDY BEAR COMPANY

Beverly Hills Teddy Bear Company is a full spectrum toy company that specializes in custom, private label and licensed toys, gifts and plush for both in-line retail sales and strategic promotions. BHTB Co. has partnered with established companies worldwide to design, create and manufacture safe, high quality merchandise, available in over 80 countries. In business for more than 25 years, BHTB Co. has created some of the hottest products, including current market favorites, Glow Crazy, Surprizamals, Squeezamals and Shimmeez.

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