



## **FILM LIFE INC. LAUNCHES “ABFF MOVIE REVIEW,” A NEW WEEKLY MOVIE CRITIQUE OF HOLLYWOOD RELEASES**

New York, NY (February 6, 2013) – Today, Film Life, Inc., announced the launch of the *ABFF Movie Review*, a weekly online podcast offering critical reviews of current Hollywood films, highlighting Black characters, issues, stereotypes and performances. Hosted by film critic Reggie Ponder, the *ABFF Movie Review* will provide fodder for discussion about the images of Blacks in mainstream movies by shedding light on the entertainment, social and cultural content of these films.

The *ABFF Movie Review* launches today online at: <http://www.facebook.com/pages/American-Black-Film-Festival/47321635722> and at ABFFTVC YouTube page:

<https://www.youtube.com/watch?v=fBbB7WIGmHQ>. The *ABFF Movie Review* will feature Ponder's critique of the Warner Bros. film *Bullet To The Head*, released in theaters February 1, starring Sylvester Stallone and Nigerian-English actor Adewale Akinnuoye-Agbaje. Reggie Ponder will offer a unique perspective on Akinnuoye-Agbaje's performance, as well the themes and issues relevant to the Black community portrayed in this film.

Ponder, also known as "The Reel Critic," is noted for his in-depth yet lighthearted approach to Black film critique. He brings his unique style to the *ABFF Movie Review*, looking at the entertainment, social and cinematic value of each film from a Black perspective. He will also evaluate films from the stereotypical standpoint in a segment titled "The Black Hole." Additionally, he will ask such questions as: Is this film worth the price of admission? Can you take your kids? Does it have an important social message? Does it tap into your emotions in a profound way?

"African Americans enjoy going to the movies and after each film we all become critics," said Ponder. "The *ABFF Movie Review* might start as a monologue, but it's really all about the dialogue. We can't impact the images we see on the big screen if we don't have a forum to voice our opinions. And the great thing is we are not monolithic, which means the dialogue will be as diverse as the African American diaspora, which should make for interesting conversation."

"People of color rarely have the benefit of a film critique from a person who fully understands the nuances of their culture," said Jeff Friday, CEO of Film Life, Inc., and founder of the American Black Film Festival (ABFF). "It is my hope that the *ABFF Movie Review* will not only entertain, but generate dialogue, encouraging people to respond on our social media. Reggie is the perfect critic for this because of his passion and understanding of Black culture."

Reggie Ponder is a national film critic with an emerging voice. He is the resident critic for WBEW 89.5 FM Chicago/Vocalo.com, where each Friday he provides his take on the week's new movie releases. He also serves as the red carpet host for the ABFF, held each year in Miami, FL. Reggie is the critic for The Mix 106, South Bend, IN, where his movie review segment, "The 511," airs several times during the weekend. He is also the critic for the Urban Access Network, an in-store network found in McDonald's restaurants as well as beauty and barbershops in the Chicago area. A lifelong Chicagoan, Reggie has a B.A. in sociology from Princeton University, an MBA in marketing and

economics from the University of Chicago Booth School of Business, and has studied film at Columbia College, Chicago.

Established in 1997, the core mission of the ABFF is to promote cultural diversity within the motion picture industry. Through its film showcases and special contests, it annually introduces the top echelon of emerging artists to the film and television industry.

The *ABFF Movie Review* is a property of Film Life, Inc., a New York-based event marketing, production and film distribution company founded in 2000 by Jeff Friday (CEO).

For further information, please visit [www.abff.com](http://www.abff.com).

For media inquiries, contact Lisa Sorensen at 646-330-5458 or [lisa@ls-pr.com](mailto:lisa@ls-pr.com).

Follow us on **Twitter** at: <https://twitter.com/abff>

Follow us on **Facebook** at:

<https://www.facebook.com/pages/American-Black-Film-Festival/47321635722>

### **About Film Life Inc.**

Film Life, Inc. is a multifaceted entertainment company headquartered in New York City. While best known for creating the American Black Film Festival (ABFF), the company's operations center on developing and licensing innovative content across all forms of media and providing strategic advisory services to a wide range of corporations in the entertainment, media and consumer product industries. Its services profile include event management, film marketing and distribution, educational program consulting and talent procurement. Film Life was founded in 2001 by Jeff Friday, a veteran of the consumer product marketing and advertising industries. Film Life has partnered with many top-tier organizations, including the National Football League (NFL), HBO, Cadillac, Nielsen, NBC Universal, Warner Home Video, Macy's, the Motion Picture Association of America (MPAA), The City of Miami and TNT.

###