

The Rock-a-fire Explosion

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Media Contact:
Connell Creations

80's CHILDHOOD MEMORIES, FOUND IN NEW DOCUMENTARY

The Rock-a-fire Explosion touches the kid in us all.

Los Angeles, CA Dec 31, 2009 In the early eighties, kids all over the US flocked to Showbiz Pizza for the rides, the games, and the animatronic rock band, The Rock-a-fire Explosion. Now, thanks to filmmaker Brett Whitcomb, anyone who wants to relive the joy of being a kid comes *The Rock-a-fire Explosion*, the story of a small-town disc-jockey, a struggling inventor, and the beloved animatronic rock band that quickly becomes an eccentric portrait of childhood memories, broken dreams, and the resilience of the human spirit.

Created by 23 year old prodigy Aaron Fetcher, The Rock-a-fire Explosion amazed children and adults alike before being mysteriously pulled from showrooms and replaced by the now popular Chuck-E-Cheese in the early nineties. Nearly twenty years later, still profoundly affected by his experience at Showbiz Pizza, small-town disc-jockey Chris Thrash sought out Fetcher and purchased a Rock-a-fire band of his own. With some clever programming on Chris' part, the band was once again performing for millions, this time on YouTube with songs like "Miss New Booty," "Hey There Delilah," and "Love in This Club."

The Rock-a-fire Explosion reveals how Chris came to revive this fallen 80's gem, explores his and a number of other fans' obsession with the animatronic band, and chronicles the rise and fall of Showbiz Pizza and what was once a 20 million dollar per-year venture for inventor Aaron Fechter, now the sole employee of Creative Engineering's original staff of 300. More than this, the film is a look at the importance of nostalgia, ever-changing media culture, and the eternal quest to stay young.

Whitney Matheson of USA Today's Pop Candy has hailed the film as "Best movie I've seen all year," Film Threat called it "A marvelous celebration of passion and fun," and VH1 Best Week Ever claims it's "the greatest Rock Doc of all time!" You can now see this heartwarming documentary for yourself as *The Rock-a-fire Explosion* was officially released on DVD on September 29, 2009 from distributor Connell Creations.

Connell Creations was founded in Tulsa, OK in 1999 and then relocated to Los Angeles in 2004 when the focus shifted from commercials and corporate videos to feature film and television. In August 2008 Producer / Director Jason Connell released his first documentary, *Strictly Background*, which was about 10 movie extras trying to make it in Hollywood. The film won six Festival Awards and screened at numerous film festivals across the U.S. and internationally. Connell also produced *The Rock-a-fire Explosion* and has since made it **Connell Creations** first film to distribute with many more in the pipeline. Retailers and wholesalers interested in *The Rock-a-fire Explosion* may purchase directly from the distributor by contacting info@connellcreations.com.

For more information please visit the film's official website www.rockafiremovie.com.

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Media Contact: Connell Creations
Jason Connell 323.860.0757 jason@connellcreations.com

