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## **MEDIA RELEASE**

*For Immediate Release*

Chicago, July 21 – Luminair, a Chicago-based film production company that produces feature films, documentaries and corporate videos, today announced that it has purchased an option for the feature film rights for the novel *Cherry Whip* (ENC Press, 2004) by Michael Antman.

George Elder, President of Luminair ([www.luminair.com](http://www.luminair.com)), said, “pending completion of production financing, we anticipate beginning pre-production of the movie version of *Cherry Whip* in spring of 2007.” Principal photography will take place in New York City; Okayama, Japan; and Toyokawa, Japan, the primary locations of the novel, and will begin in the summer of 2007.

Elder, who will direct the film, said, “when I read this novel, I knew immediately that it would make a compelling, colorful and genuinely amusing motion picture that will touch many different people on many different levels. I am genuinely excited about this project, and I know that both those who have read and responded to this novel, and those who have not yet encountered it, will feel the same way when they view the final results.”

Luminair’s current projects include *Piaf: Her Story*, a feature-length documentary that is being distributed by Lions Gate; *Boxboarders*, a feature-length fiction film that recently had its premiere at the Fine Arts Theatre in Beverly Hills, California; and Season Five of the television series *Mexico: One Plate at a Time*, featuring famed chef Rick Bayless. Luminair also is currently producing a feature-length fiction film titled *Driving a Bargain*.

Luminair's corporate clients include AT&T, Allstate Insurance, Ford Motors and Toyota.

*Cherry Whip* is the story of Hiroshi, an eccentric young jazz genius from Japan who, upon his arrival in New York City for his first big gig, encounters an almost unimaginable series of misfortunes, both comic and tragic, while struggling to come to terms with his genius, guilt, and lust.

Among the challenges he faces is the neurological illness Guillain Barre Syndrome (GBS), which paralyzes Hiroshi temporarily from the neck down. Hiroshi's experience with the disease is based on the author's own father, Jack Antman, who triumphed over GBS after he was paralyzed by the illness in his late 70s.

The publisher of *Cherry Whip* is ENC Press ([www.encpress.com](http://www.encpress.com)), an all-fiction literary press that sells its paperback originals only on the Internet and calls itself the "Intelligent Alternative" for "the steadily growing audience of independent thinkers who hunger for more food for thought than they can find in chain bookstores."