

WWT FMM Rel. 10-10-2008



WHY WE TRAIN

One Man's Journey through Weight Training, and A Tribute to Reg Park

Starring: Guile Branco, Jon Jon Park, Scot Mendelson, Barbie Barbell,
Carlos Laguna, and Victor Konovalov

Directed by: Darin Mangan

With Appearances by Some of the Greatest Athletes in the Sport:
Dave Palumbo, Frank Zane, Ed Corney, Jack Lalanne, Phil Heath, Franco Columbu,
Arnold Schwarzenegger and others.

For Immediate Release

**"WHY WE TRAIN" TO SCREEN IN
2008 FLORIDA MEDIA MARKET
Saturday, October 25, 2008, 4:45pm
The Alexandria Hotel**



Beverly Hills, CA -- October, 2008 -- **WHY WE TRAIN**, the award winning new documentary film on bodybuilding by **Guile Branco**, will be screening in the **2008 Florida Media Market on Saturday, October 25, 2008, at 4:45pm, at The Alexandria Hotel, Orchid 1 room.** The film recently won the **Best Documentary** award at the **Cinema City International Film Festival**, which took place in Universal City.

The primary purpose of Guile's new documentary film is to shine a positive light on **bodybuilding, power lifting, health and fitness.**

The film follows Guile through his preparation for his last competition taking place at **Muscle Beach, Venice, CA.** As he prepares, he meets several champions and receives insight into their lives and why training is so important.

Guile personally invites you to join him in his journey from **Muscle Beach, Venice** to the **Arnold Sports Festival** in Ohio, to the **Excalibur NPC Show** in **Culver City, CA** and beyond.

Highlights Include:

Exclusive interview with Jon Jon Park (Reg Park's son)

Barbie Barbell: World's strongest teenager! To date Amanda has never been defeated in competition and will give any elite female adult lifter in the amateur 123 pound weight class stiff competition. Her skill levels are that of a seasoned veteran and are ready for the adult world of competition. She has trained hard and earned her place on the platform with the world's best female Powerlifters.

Scot Mendelson: World Champion power lifter who overcame an almost fatal accident. He is one of the World's strongest bench-pressers, lifting over 1000 lbs.

Carlos Laguna: He is a power lifter over at 72 years old! And he holds a record for his category. Born in Argentina, he overcame an obstacle inherent to all of us: aging. He is trying to break a world record for his category.

Victor Konovalov: Five-time NPC National Wheelchair Bodybuilding Champion and first-ever IFBB Professional Wheelchair-Bodybuilder! Victor's most recent national overall title (2007) came at the age of 45, 24 years the senior of the runner up.

The film also features appearances / interviews with: **Dave Palumbo, Frank Zane, Ed Corney, Jon Jon Park, Ronnie Coleman, Flex Wheeler, Franco Columbu, Jack LaLanne, Toney Freeman, Lee Priest, Phil Heath, David Henry, Lou Ferrigno** and **Arnold Schwarzenegger.**

Producer **Guile Branco** is in the process of planning the preview screening which will be a fund raising event benefitting youth fitness, and he is also planning on donating 10% of his proceeds from the film to the **Reg Park Legacy Foundation.** (www.regpark.net)

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The Florida Media Market

Now in its third year, **The Florida Media Market** is hosting its annual **Global Film & Media Conference** in **Miami Beach, Florida** at the **Alexander All-Suite Oceanfront Resort** from **Thursday, October 23rd to Sunday, October 26th**. This International conference will lend for networking, learning, sharing ideas and building new artistic relationships.

Full information on **The Florida Media Market**:

www.floridamediamarket.com

The Alexandra Hotel

5225 Collins Avenue
Miami Beach, FL 33140

800-327-6121

Recent Comments on “Why We Train”

“As an established Hollywood screenwriter I have seen and studied my share of films. From a sixteen year old female power lifter to Arnold Schwarzenegger, filmmaker **Guile Branco** brings us his cutting edge documentary, ‘**Why We Train**’; an amazing vision of some of the most powerful weight trainers of our time and past”.

-- **Arthur McClen**
“**Under the Same Sky**”

“ ‘**Why We Train**’ is motivating and insightful. It gives a firsthand look at the world of weightlifting, from the ground up.”

-- **Jeff Flach**
“**The Patriot**” “**The Fast and the Furious: Tokyo Drift**”
“**Head of State**” “**Meet the Parents**”
“**Nixon**” “**JFK**”