

PLAY THE GAME

Production Information

Ladies' man David teaches his dating tricks to his lonely, widowed grandfather Joe, while using those same tricks to meet Julie, the woman of his dreams. But as David's foolproof techniques prove to be anything but, the same techniques quickly transform Grandpa Joe into the Don Juan of the retirement community. But soon it's up to Grandpa Joe to teach David that the best way to win the game of love is not to play games at all.

Story Films Presents "Play The Game," starring Paul Campbell, Andy Griffith, Doris Roberts, Marla Sokoloff and Liz Sheridan. The film is produced, written and directed by Marc Fienberg, and also features Clint Howard, Geoffrey Owens and Juliette Jeffers. The creative team includes Director of Photography Gavin Kelly, Production Designer Chris Anthony Miller, and Editor Kimberley Generous White. Jennifer Schaefer is the film's Co-Producer, and the Music Supervisor is Robin Urdang.

This film has been rated PG-13 for sexual content and language.

The Story

Twenty-eight year-old David (Paul Campbell) is an expert at using his psychological skills to manipulate customers in his job as a luxury car salesman -- and manipulate women in his life as a ladies' man. He's perfected his surefire steps, which include setting up elaborate "chance" encounters with women, never letting them discover that they're actually being pursued – only to be discarded.

When David's lonely, widowed grandpa, Joe (Andy Griffith), asks for David's help in re-entering the dating world to find a companion, David agrees to teach him all his secret tricks. David takes Grandpa to a singles bar and, over Metamucil™-laced beers, demonstrates how to arrange a chance encounter to meet a girl, and create an illusion of unavailability because "women always want what they can't have."

But Grandpa Joe's search for companionship causes David to begin to wonder if he too should be looking for more. And when David literally runs into the intelligent and attractive Julie (Marla Sokoloff) at a football game, he vows to get her to fall for him.

Let the games begin!

But the games don't go so well for the men. Grandpa Joe spots Rose (Doris Roberts), only to discover she has a boyfriend. David attempts to set up a second chance meeting with Julie, but almost has a heart attack trying to catch up with her as she jogs.

Eventually though, David gets the chance encounter he's been waiting for with Julie at her laundromat, and Joe does the same with Edna (Liz Sheridan), whom he meets in the retirement home exercise room.

All seems to go well for grandfather and grandson – but both men soon learn that while David's games work well for *meeting*women, they lack the ability to actually keep a woman around. Grandpa Joe dumps David's strategy, opting for the old-fashioned courtship that worked well for him sixty years earlier. David, however, lacks the guts to do the same with Julie; while Joe uses sincerity to get closer to a meaningful relationship with Edna, David's games only make Julie seem increasingly elusive.

Will David follow his grandfather's lead? And how will Grandpa Joe fare with both the vivacious free-spirited Edna and the lovely Rose?

About the Production

PLAY THE GAME was a special experience from beginning to end for Writer/Director Marc Fienberg, whose own grandfather was the basis for the character Grandpa Joe.

Years after the death of his wife, Marc's grandfather confided a secret he just couldn't hold back: "I kissed a woman last week," he said. Fienberg remembers that his grandfather, "... was devastated after his wife of 56 years died. When he later asked for my advice on reentering the dating world after six decades, it was incredibly touching and emotional. Watching an 89-year-old man experience all the uncertainty, anxiety, and insecurity of a young schoolboy – when to call her, what to say, whether to ask her out – was both moving and uplifting."

The original script for PLAY THE GAME was a simple story of a young man using dating "tricks" on women. The inspiration from his grandfather led Fienberg to a slightly different path in telling the usual "boy meets girl, boy gets girl, boy loses girl and gets girl back" story: by telling the story not just with "boys and girls" but with "men and women" well into their 70s, a unique approach that really opened up the film.

Doris Roberts, an “Age Activist” in her own right, came to the project specifically because of the way Fienberg handled the subject matter of the older generation storyline. Says Roberts, “Madison Avenue airbrushes us older people out of society, and it’s a terrible shame. It’s a form of bigotry. People of my age are dying to be represented, to make a connection, so any time there’s a project that shows older people in real-life situations, I’m right there!”

The younger cast members were inspired by their older counterparts.

Marla Sokoloff, who plays love-interest Julie, was truly enamored of Doris Roberts, who plays her grandmother. “I adore Doris,” says Sokoloff. “She has incredible stories about the long career she’s had – really inspiring!”

Actor Paul Campbell was equally enamored of his on-camera grandfather, played to perfection by Andy Griffith.

Says Fienberg, “In rehearsals, Paul really brought his A-game, and an instant bond formed between Paul and Andy. In fact, after we wrapped Andy felt compelled to call Paul’s agent to praise Paul’s professionalism and talent; they’ve remained close.”

Sex After 60

PLAY THE GAME finally confirms what many of us have known all along, but never wanted to confront: Old people still “do it.” And they enjoy it. As baby boomers swell AARP’s ranks, not only is 60 the new 40, but 80 has become the new 60. Scientific studies, including a recent report in the prestigious New England Journal of Medicine, find that more than 50% of senior citizens are sexually active. Audiences find it uplifting to follow an 84-year-old man’s search for love, companionship, and sex, as he experiences the same fear, insecurity, and excitement that any schoolboy would. PLAY THE

GAME reflects America's growing interest in "senior sex," depicting its characters with sensitivity not sensationalism. The film adroitly balances gentle comedy with refreshing frankness, recalling the all-too-few films that have dealt with the realities – humorous to heartbreaking – of senior dating and sexuality.

Doris Roberts loved the sex and courting aspect of the movie. "Older people are referred to in such demeaning ways, and there's no reason we should be diminished, and no reasons we shouldn't be honored; we're normal, we have the same desires."

Revels Roberts, "The fact that PLAY THE GAME includes healthy adults who are older, having sex...it's great!"

"The Big Scene" between Andy Griffith's Grandpa Joe, and Liz Sheridan's spunky, young-at-heart Edna was shot tastefully, but nonetheless depicts 84-year-old Joe's first sexual encounter with a woman in many, many years.

Sheridan feels the script truthfully represents older couples she's known in her own life. "I had two music teachers, a husband and wife in their late 70s," says Sheridan. "They told me they were once driving up the coast of California, and they wanted to stop and have sex, so they pulled off the road. And I thought that was wonderful! These two older people just pulling off the road, having sex in the car! Andy and I were lucky to have a bed, even though it was surrounded by a million people in a tiny little room. It was worth it!"

The young leads of the movie are equally impassioned about the "older sex" storyline. Says Marla Sokoloff, "I think it's nice that we're showing people of every age still have sex, and that it doesn't stop when you reach a certain age. I give Andy and Liz a lot of credit for jumping in. In talking to Doris and Liz and Andy, they said it's their favorite part of the movie, and it's mine too!"

CAST BIOS

Entertainment Weekly deemed **ANDY GRIFFITH** (GRANDPA JOE) one of the 20 Greatest Television Icons of all time. Griffith is best known for his starring roles in two hugely successful TV series, **THE ANDY GRIFFITH SHOW** and **MATLOCK**, as well as the recent indie sensation, **WAITRESS**. Griffith's been Emmy-nominated and won both TV Land and People's Choice Awards.

PAUL CAMPBELL (David) spent two seasons on the hit sci-fi series **BATTLESTAR GALACTICA**, and then landed the title role in Bill Lawrence's (**SCRUBS**) WB pilot, **NOBODY'S WATCHING**. Paul recently starred in the National Lampoon/Farrelly Brothers film, **BAG BOY** and can currently be seen on the new NBC Series **KNIGHT RIDER**.

DORIS ROBERTS (Rose) is a five-time Emmy Award-winning actress, best known for playing Marie Barone on **EVERYBODY LOVES RAYMOND**, and Mildred Krebs on **REMINGTON STEELE**. Roberts distinguished career has spanned more than five decades. In addition to her Emmys she has won an American Comedy Award, a Screen Actors Guild Award, and a star on the Hollywood Walk of Fame. She has guest-starred on many popular series during the course of her career, including **THE LOVE BOAT**, **SOAP**, and **BARNEY MILLER**. She recently co-starred in the Adam Sandler-produced comedy **GRANDMA'S BOY**.

MARLA SOKOLOFF (Julie) is best known for her role on David Kelley's Emmy-winning **THE PRACTICE**. She was also a co-star of the popular movie, **DUDE, WHERE'S MY CAR?** She has been seen in guest-starring roles on many popular television series including **HOME IMPROVEMENT, PARTY OF FIVE, 3rd ROCK FROM THE SUN,** and **7th HEAVEN**. On the big screen, she has also appeared in **THE BABY-SITTERS CLUB, TRUE CRIME,** and **WHATEVER IT TAKES**.

LIZ SHERIDAN (Edna) is perhaps best known for her role as Jerry Seinfeld's mother Helen, on the landmark television series **SEINFELD**, and as the eccentric neighbor Mrs. Ochmonek on **ALF**. She is a veteran stage actress with roles in eight Broadway shows including **HAPPY END** with Meryl Streep. She received accolades for her book *Dizzy and Jimmy* about her passionate relationship with actor James Dean, and is currently working on her second novel about her thirteen colorful years in San Juan, Puerto Rico.

CLINT HOWARD (Dick) has been performing for over 40 years, earning a reputation as one of America's most prolific character actors. His credits include **CURIOUS GEORGE, CINDERELLA MAN,** all three **AUSTIN POWERS** movies, **HOW THE GRINCH STOLE CHRISTMAS, EDTV, THE WATERBOY, THE CAT IN THE HAT,** and **APOLLO 13**. He's appeared in dozens of television shows, and is one of the only actors to have appeared in three Star Trek franchise series: the original **STAR TREK, DEEP SPACE NINE,** and **ENTERPRISE**.

On television, *Geoffrey Owens* (Rob) was a regular on **THE COSBY SHOW** and appeared on numerous other series including **BOSTON LEGAL, MEDIUM, THE WEDDING BELLS, THAT'S SO RAVEN, LAS VEGAS,** and **IT'S ALWAYS SUNNY IN PHILADELPHIA.** As a member of the prestigious New York Shakespeare Festival's multi-ethnic company he starred in **ROMEO AND JULIET, RICHARD II, TIMON OF ATHENS, PERICLES,** and **A MIDSUMMER NIGHT'S DREAM.** His directing credits include plays by Moliere, Shakespeare, Shaw, Chekhov, and Mamet. He taught Shakespeare at The Gene Frankel Studio, NYU, HB Studio, and Yale, and is the founder and artistic director of The Brooklyn Shakespeare Company.

JULIETTE JEFFERS (Carrie) has guest starred on various television shows including **GREY'S ANATOMY, E.R., WITHOUT A TRACE,** and **RAISING THE BAR.** Her most recent film credits include **THE NOBEL SON** and **CONSTELLATION.** In the Theatre world, Juliette was nominated for a 2006 NAACP Theatre Award for Outstanding Lead Actress in Ah Ha Moments' **BUTTERSCOTCH AND FUDGE.** Juliette is currently performing her second one-woman show based on her online dating experiences, entitled **LOOKING 4 A CHOCOLATE MATCH.COM.** Her first solo effort, **BATMAN AND ROBIN IN THE BOOGIE DOWN,** garnered a 2004 NAACP Theater Award nomination.

CREATIVE TEAM BIOS

MARC FIENBERG (Writer/Director/Producer) is an award-winning screenwriter and director of several films with more than a decade of filmmaking experience. His short film **SUNDAY MORNING** was quickly picked up for distribution, debuting nationwide on the Comcast network. Marc also wrote and directed the short films **PLAYING IT SAFE**, **DIGGING FOR, I DON'T GET IT**, and **HARD JOBS**.

Marc's next project is **THE MACHINE**, a family comedy written by Fienberg which was chosen as one of the top 30 out of almost 6,000 scripts in the nation's most prestigious screenwriting competition, the Nicholl Fellowships, sponsored by the Academy of Motion Picture Arts & Sciences. Marc's company, Story Films, is also currently developing a big-budget studio spy film, and a clever, action thriller.

GAVIN KELLY (Director of Photography) is an award-winning director of photography who has shot a wide spectrum of narrative features and shorts, music videos, commercials, web and television projects, and more. Gavin received two Student Emmys for his films, and in 2005 received Honorable Mention for the prestigious Charles B. Lang Heritage Award for Outstanding Cinematography, a distinction celebrating rising talent in the field. Kelly's credits include **WEST BANK STORY**, a film that premiered at the 2005 Sundance Film Festival and won the 2006 Academy Award for Best Live-Action Short Film.

JENNIFER SCHAEFER (Line Producer/Co-Producer) has been line producing feature films and television for over 10 years. Jennifer produced the feature film **ARC**, which won the Viewers Choice Award and Best Director Award at The Indie Gathering in 2006. Previously, Jennifer was the

V.P. of Production for Funny Boy Films, chosen as one of Metro Source Magazines 30 People We Love for her work there. While at Funny Boy Films, Jennifer produced the award-winning feature film **LATTER DAYS**, which had a theatrical run of 8 months on over 100 screens, and won Best Feature Audience Awards at a dozen film festivals. Jennifer also produced **KISS THE BRIDE** starring Tori Spelling, which had its theatrical release in April 2008.

In 1985, **CHRIS ANTHONY MILLER** (Production Designer) began working as a set dresser, and then secured his first position as asst. art director for **CANDYMAN**. As Production Designer, Chris has worked on dozens of commercials, films, and videos alongside such leading talents as Tom Cruise, Tom Hanks, Steven Soderbergh, Isabella Rossellini, Ashton Kutcher, James Franco, Ashley Judd, and Dolly Parton.

LAURA BRODY (Costume Designer) has been featured in *Paper* and *Women's Wear Daily*, and recognized as one of the "30 under 30" by the San Francisco Design Center. She has worked as a costumer, stylist, and in wardrobe for music videos (Carrie Underwood's *Ever Ever After*), photoshoots (*Mazda*), and hit features (**LICENSE TO WED**). Other credits include **STRAWBERRY CLIFF**, **THE FEAR CHAMBER**, **NAKED BOYS SINGING**, and **KISS THE BRIDE**.

KIMBERLEY GENEROUS WHITE (Editor) won a Wild Rose Independent Film Festival award for **GREETINGS FROM THE SHORE**, starring Paul Sorvino. She made her chief editorial debut with the 2006 feature **THE IRON MAN**. Following that was work on several episodes of **DECLASSIFIED** and **DAVID & FATIMA**, a poignant political fable about Middle Eastern affairs

starring Martin Landau and Tony Curtis. Her latest project is **400 YEARS OF THE TELESCOPE**, a documentary currently in production for a 2009 release.

JIM LATHAM (Composer) twice won the coveted ASCAP Film and Television Music Award for “Most Performed Theme.” Known for his versatility throughout the industry, he’s scored episodes for dozens of TV series and movies, developed a special affinity for animated work from **MEN IN BLACK: THE SERIES** and **JACKIE CHAN ADVENTURES** to **DISNEY PRINCESS: AN EVENING OF ENCHANTMENT** and **THE NEW WOODY WOODPECKER SHOW**. He’s worked with many prestigious international performing groups, including the Prague Orchestra, which lent its talents to **PLAY THE GAME**.

ROBIN URDANG (Music Supervisor) moved to Los Angeles from New York City in 1987. She started her own company, Reel Music, after music coordinating the film **THE MAMBO KINGS**. Her credits as music supervisor include **THE ANNIVERSARY PARTY, INTRODUCING DOROTHY DANDRIDGE, OUT TO SEA, GLITTER, THE PRINCE & ME, THE BALLAD OF JACK AND ROSE, WRISTCUTTERS**, and various others features. Robin is a music consultant for Warner Independent Pictures and The Weinstein Company.