

**FOR IMMEDIATE RELEASE**

## **Regina Film “Basic Human Needs” to have Theatrical Release this Week**

**REGINA, SK (March 18, 2016)** – Basic Human Needs Productions and Indiecan Entertainment are proud to announce that the Saskatchewan made feature film BASIC HUMAN NEEDS will be released theatrically this week in both Saskatoon and Regina.

The film, which premiered at the 2015 Whistler Film Festival, will screen this Wednesday, April 20th at the Roxy Theatre in Saskatoon. The screening is a part of National Canadian Film Day, an annual event held in communities all across the country to celebrate Canada through Canadian film. As part of their 30th anniversary celebrations, the Saskatchewan Motion Pictures Industry Association will also be providing free popcorn to the first 100 attendees. Doors will open at 5:30pm. and showtime is at 7:00pm.

This screening will be followed up by a full theatrical run in Regina at the Rainbow Cinemas Studio 7. Starting on Friday, April 22nd, the film will screen daily at 1:00pm and 7:00pm. Tickets will go on sale Monday, April 18th at the Rainbow Cinemas box office.

BASIC HUMAN NEEDS is written and directed by Saskatchewan’s Matthew Yim. The coming-of-age comedy follows the lives of a young couple in Regina whose debilitating lack of ambition, and resistance to growing up, is put to the test when adulthood is abruptly thrust upon them in the form of a missing condom, a pregnancy test, and a few invaluable life lessons they’re likely to forget. It stars the film’s director as well as local actress Laura Abramsen, whose performance received an honorable mention at the Whistler Film Festival.

BASIC HUMAN NEEDS was produced as part of the inaugural *Indiecan10K Canadian Film Challenge*. The INDIECAN10K is a Canada-wide ‘First Feature’ initiative that saw six first-time filmmaking teams personally mentored by producer Avi Federgreen (*One Week, Still Mine*) as well as a select producer-mentor in each participating province or territory. The final projects are feature-length with budgets of no more than ten thousand dollars raised through crowdfunding. The INDIECAN10K initiative also included considerable in-kind services, including donations from local post production studios Java Post Production and Talking Dog Studios, as well as from William F. White International, Front Row Insurance, The Rights Company, Red Square Media, and The Media Concierge.

BASIC HUMAN NEEDS was produced and filmed entirely in Saskatchewan, with a local cast and crew composed of newcomers, film students, and industry veterans. The film also stars actors Natalie Lazarou, Ian Schneider, Ross Zimmerman, and Jim Frasier. BASIC HUMAN NEEDS is produced by Matthieu Belanger and Allan Roeher, with executive producers Mark Montague of Montague Entertainment., and Avi Federgreen of Federgreen Entertainment.

Producers Matthieu Belanger and Allan Roeher said, "We're beyond excited to be having a theatrical release in Saskatchewan. It's been a long road and a lot of work to get here, and we couldn't be happier to be able to finally share our film with our home province".

"For independent filmmakers, receiving any kind of theatrical distribution is a very rare privilege," said Matthew Yim. "Just as unlikely, especially in Saskatchewan, is the opportunity for audiences to see their own communities projected on the 'big screen'. I hope audiences in Regina and Saskatoon identify with *Basic Human Needs* in a way they're not accustomed to with blockbusters and that it encourages them to continue supporting local film."

**Social Media Links:**

BASIC HUMAN NEEDS Press Kit: <https://goo.gl/u3yz8P>

BASIC HUMAN NEEDS Trailer: <https://www.youtube.com/watch?v=hTHIKJ6gGng>

BASIC HUMAN NEEDS on Twitter: <https://twitter.com/BasicNeedsMovie>

BASIC HUMAN NEEDS on Facebook: <https://www.facebook.com/basichumanneedsmovie>

BASIC HUMAN NEEDS Official Website: <http://www.basichumanneedsmovie.com/>

Indiecan Entertainment Website: <http://www.indiecanent.com>

Indiecan Entertainment on Twitter: <http://www.twitter.com/indiecanent>

Indiecan Entertainment on Facebook: <https://www.facebook.com/IndiecanEntertainment>

**INDIECAN ENTERTAINMENT** focuses on independent, low-budget films. As a distributor, Avi Federgreen follows the same principle that earned him his reputation as a filmmaker; bringing Canadians films they want to watch. Aside from the traditional distribution route, INDIECAN leans heavily on digital delivery. INDIECAN helps films find more opportunities with audiences through TV, Netflix, iTunes, websites, Facebook, Twitter, and other social media platforms. INDIECAN's vision is to not only support indie production but to encourage the viewing of quality indie films by North American audiences. [Indiecanent.com](http://www.indiecanent.com)

**For more info, request screener for review purposes, set up an interview:**

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