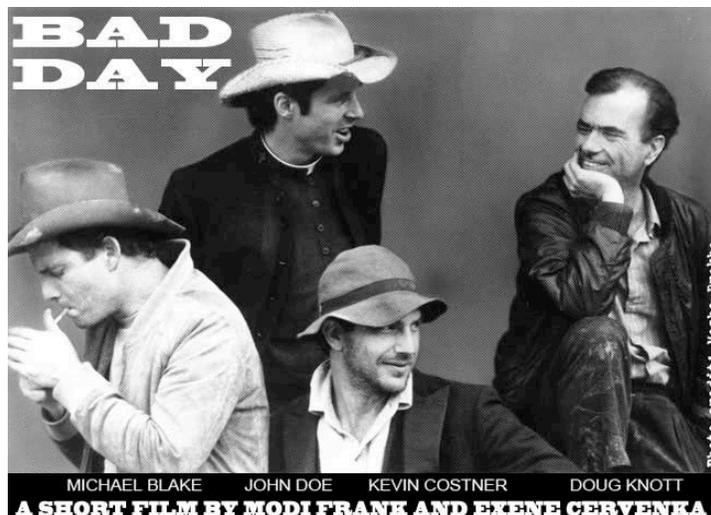


FOR IMMEDIATE RELEASE



## KEVIN COSTNER IN A “LOST” WESTERN MOVIE FOUND AND RELEASED EXCLUSIVELY ONLINE

“BAD DAY” FILM FOUND AFTER 25 YEARS IN THE VAULT  
VIEWERS PAY WHAT THEY CHOOSE FOR DIGITAL DOWNLOADS

DIRECTOR MODI FRANK AND CO-WRITER EXENE CERVENKA BRING  
ECLECTIC MIX OF ARTISTS TOGETHER IN ONE FILM

PORTION OF VIEWER PROCEEDS TO BE DONATED TO GULF OIL SPILL  
RELIEF FUNDS THROUGH COMMITTEE FOR PLAQUEMINES PARISH

(LOS ANGELES, CA ) – Early Punk goes Cowboy! Before he danced with wolves Academy Award winning director/actor **Kevin Costner** (“Dances With Wolves”, “Bull Durham”, “Field of Dreams”) made a never before seen western short film that also features legendary **X** front man **John Doe** (“Great Balls of Fire”, “Boogie Nights”), Grammy Award winner, musician **Dave Alvin**, and Oscar-winning author of “Dances With Wolves”, writer **Michael Blake**.

Filmed in 1986, “**Bad Day**” is a 20-minute tribute to the early days of the one-reel, silent Westerns. Photographed and co-written by the Queen of L.A. Punk, **X** singer **Exene Cervenka**, and directed by award-winning filmmaker and music video director, **Modi Frank**, **this film also offers** an elegant and poignant soundtrack by Grammy Award winning singer-songwriter **Dave Alvin** along with **X** and **The Knitters** drummer, **D. J. Bonebrake**.

Now available for the first time as a digital download, at [www.baddaymovie.com](http://www.baddaymovie.com), viewers can “pay” whatever they choose for the download to view “**Bad Day**”. A portion of the proceeds are going to Gulf Coast aid organizations that will help those people directly

affected by this disaster in the Gulf Coast area. **Benny Puckett**, President of the non-profit **Committee for Plaquemines Recovery (CPR)** says, "**Bad Day** gives us a real opportunity to help all those people who have been so affected by this oil spill." CPR can be reached through [www.cprrebuilds.org](http://www.cprrebuilds.org).

"**Bad Day**" is also a unique partnership between classic black and white film stock and the digital power of the Internet. The advent of downloading film files for internet distribution provides the perfect format to release "**Bad Day**," allowing this unusual artistic collaboration to reach an ever-expanding audience. Almost 25 years after it was filmed, **Exene** fondly recalls:

"It was a blast to write, envision and then film. We have talented friends, all up for a project, and we froze a moment in history. It was one of the best times Modi and I have ever had."



**Modi Frank**, director of "**Bad Day**", is known for her groundbreaking music videos such as "Mountain Song" by **Jane's Addiction**. **Modi's** award-winning comedy short films have been seen at film festivals around the world and her music videos, documentaries and films have garnered numerous awards. Modi is best known for directing music videos for artists such as **Henry Rollins**, **Jane's Addiction**, **L7** and **The Smashing Pumpkins**.

Made in 1986, "**Bad Day**" has never been seen by the public at large. Now, with the advent of digital downloads, this unusual collection of musicians, A-list actors, Hollywood legends and award winning literati, can be seen around the world on personal computers in a classic western tale while viewers can help assist in the recovery of the Gulf Coast from this recent environmental tragedy.

For more information, contact: **MAD Ink, PR**  
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To download the film, photos and more info, go to: [www.baddaymovie.com](http://www.baddaymovie.com)  
You Tube Trailer link: <http://www.youtube.com/watch?v=wBisfyyJP5Q>