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FOR IMMEDIATE RELEASE:

Meet the Filmmakers at *Up From the Bottoms* Screening on Friday, February 25

Third Coast Film Society Welcomes Muskegon Filmmakers, Jim and Rod Schaub with their documentary about African Americans from the South searching for the American dream in Muskegon during World War II and beyond.

LUDINGTON, MI (February 21, 2011) — Join Muskegon-based filmmaking brothers, Jim and Rod Schaub for a screening of their documentary, *Up From the Bottoms*, followed by a discussion on Friday, February 25 at 7 p.m. at the Ludington Area Center for the Arts.

Up from the Bottoms: The Search for the American Dream tells the story of the massive migration of African Americans from the rural south to the prosperous north during the World War II era and beyond. The voice of Cicely Tyson guides us through touching, thoughtful, and often funny stories as told by 15 residents of Muskegon.

Jim Schaub, the film's director, producer, and co-editor, has a long career in film production on documentaries, as well as for corporate and non-profit clients. His piece, "An Interview with Lou Raynor," about the master potter and educator, is in the permanent collection of The Metropolitan Museum of Art. Schaub's brother, Rod, who produced and composed the music for *Up From the Bottoms*, has worked in the music and film industries since the mid-1970's. He has composed and performed music for many corporate, industrial, and non-profit films and has worked with such artists as Stevie Wonder, Darius Brubeck, Victor Wooten and Reba Mcintyre.

Tickets for this event are \$10 (online at the www.ludingtonartscenter.org) or at the door. Students will be admitted free. Popcorn and beverages will be available for a free will donation.

About the Ludington Area Center for the Arts

The Ludington Area Center for the Arts is a not-for-profit organization dedicated to promoting and supporting the arts in West Michigan. The Center is located at 107 S. Harrison in the historic former home of the United Methodist Church in downtown Ludington. The Center's office, gift shop and gallery are open to the public Tuesday through Saturday, noon to 5:30 p.m. Parking for the Center events is available in the public lot south of the Center at the corner of Harrison and Loomis Streets. For more information about this event and the Ludington Area Center for the Arts please visit www.ludingtonartscenter.org or call 231-845-2787 or email: info@ludingtonartscenter.org.

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