



FOR IMMEDIATE RELEASE
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"FISSURE" TO SCREEN AT AFI DALLAS FILM FESTIVAL!

Dallas, TX... DFW-based production company, Top Pup Media, is thrilled to announce that their debut feature film, "FISSURE", has been accepted into the prestigious AFI Dallas Film Festival. The film is scheduled to screen on two nights: Friday, March 28th at 5:00pm at the Angelika Theater and Thursday, April 3rd at 7:30pm at the Magnolia Theater.

"We are very excited and honored at this incredible opportunity," exclaims producer and director, Russ Pond. "The movie was shot here in the Dallas/Ft. Worth metroplex, with most of our cast and crew being local. To have "FISSURE" make its festival debut locally at AFI Dallas is a tremendous honor." The film stars James Macdonald ("Phone Booth", "Hollywood Homicide") as Detective Paul Grunning, an ailing, addicted cop, haunted by his own bad choices who is trying to piece together his fractured life. When a routine disturbance at the Ulster House turns into an unexplainable death, all he has worked for will be tested. He investigates the mysterious house, only to find shifting testimonies and perplexing new clues in every room. Sifting through the erratic claims of Emma, the victim's wife, Rachel, the seductive grad student, and Andrew, a bitterly resentful son... Grunning uncovers motives, but no real answers. Ultimately, Grunning must navigate a fractured reality and his own insecurities to find what's real.

Join Pond for the screening of "FISSURE" during the AFI Dallas Film Festival. Tickets are available at the Angelika & Magnolia Theatre Box Office or online at www.AFIDallas.com. For more information on "FISSURE", go to the movie website: www.fissurethemovie.com

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ABOUT THE FILMMAKER

After sixteen years in corporate America, Russ Pond decided to toss his suit and tie to pursue his passion for filmmaking. His love for storytelling became evident early on, as he would sneak into the back of his dad's photography studio, grab the 8mm movie camera and start making his movies. After school, he would rush back to his dad's studio to watch his stories come alive on the screen. Throughout high school, he continued to dabble in arts and music. After graduating, he went on to obtain a degree in Engineering from the University of Texas in Austin.

With his filmmaking days long behind him, or so he thought, he moved to Dallas, Texas and went to work for Uniden in 1989. However, years later he found himself wanting to return to the craft that so fascinated him as a young boy. In 1995, he purchased a video editing system that enabled him to add music, sound effects and animation to home videos. This past time became Russ' creative outlet. It also provided an unexpected means of income. In 1998, Russ formed an independent media company called Top Pup Media. He used this business to hone his craft as a filmmaker, working on a number of corporate video projects for various clients.

In 1999, Russ decided to accept an offer from Nokia. He worked with them for six years in business development, product marketing and helped launch new products for the North and South American markets. In spite of his new position with the telecommunications giant, Russ continued to grow his Top Pup Media corporate clientele roster. When Nokia became aware of his "side" job, they too hired his company to produce many of their own corporate videos and commercials!

After listening to a local filmmaker talk about narrative storytelling in 2003, Russ decided to delve into screenwriting and film production. He experienced immediate success with his first short film "Treasure" which was picked up by an LA cable show. The following year, he produced another short entitled "The Light." His third short "Growing Up" won the Audience Choice Award at the San Antonio Independent Film Festival the subsequent year. Winning encouraged him to take his filmmaking to the next level, which was to produce and direct a full-length feature film.

After receiving more than 450 submissions, Russ selected the script "Fissure" to be the company's debut, feature film project. He knew this story was the one when he was still captivated by the script after only twenty pages into it! Three decades after producing his first "motion picture" with his father's 8mm film camera, Russ has created a brilliantly crafted, emotional and suspenseful feature film with "Fissure."

He lives in the Dallas/Ft. Worth area with Angela, his wife of fifteen years, and their twelve-year-old son, Caleb.

RUSS POND IS AVAILABLE FOR IN TELEPHONE AND IN STUDIO INTERVIEWS

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