

**FOR IMMEDIATE RELEASE**

**BREAKTHROUGH DOCUMENTARY SHORT 100 BANDS IN 100 DAYS  
OFFICIALLY SELECTED FOR 2011 SXSW® FILM CONFERENCE and  
FESTIVAL**

*Come along as one music fan endures 100 consecutive days of live music, beer  
and self-discovery. Let's go binge gigging.*

**NEW YORK, NY (February 18, 2011)** – The breakthrough documentary short *100 Bands in 100 Days* will make its **World Premiere at South By Southwest Film Conference and Festival, March 11 to 19, 2011 in Austin, TX.** The film will appeal to music lovers, and anyone who loves a story about taking your passion to extremes. The documentary follows New York ad man and music fanatic Nick Sonderup as he endures 100 consecutive nights of live music, beer and self-discovery from New York to London, Paris to Minneapolis and Portland to Hartford, CT – without missing a beat.

A love letter to live music and the bands that play it, *100 Bands in 100 Days* proves the power of one music fan's commitment to re-engage with what he loves. The film features the music of Sharon Jones & the Dap-Kings and exclusive live performances by Right on Dynamite, Anamanaguchi and Takka Takka.

Come along for the ride as a semi-normal human being sets out to survive 100 consecutive nights of music, beer, wristbands and hand stamps. Let's go binge gigging. View the trailer at [100bandsin100sdaysfilm.com](http://100bandsin100sdaysfilm.com)

*100 Bands in 100 Days* will make its **World Premiere on March 12 at 11:30am at the Alamo Lamar B Theater, 1120 South Lamar Blvd, Austin, TX.**

**Additional screenings:**

March 15 at 4:00 pm

March 17 at 11:00 am

Alamo Lamar B Theater

Directed by Shout It Out Loud Music and Nick Sonderup with Jon Sajetowski and Bruce Ashley. Edited by Dave Madden. Executive Producer: Nick Sonderup. Produced by Shout It Out Loud Music with Detox and ARMM. Based on the blog [100bandsin100days.com](http://100bandsin100days.com) by Nick Sonderup.

**Nick Sonderup** is an Associate Creative Director/Copywriter in New York City. He currently works at BBDO; during the 100 Bands in 100 Days project, Nick worked at Wieden + Kennedy-New York. He has written many TV commercials

and advertising campaigns for brands such as ESPN, Nike, MTV, AT&T, Starbucks and more. This is his first film. He currently lives in Brooklyn, NY with his fiancé, four guitars, two bicycles and one cat. [nicksonderup.com](http://nicksonderup.com)

**Shout It Out Loud Music** is a boutique advertising/television/film/interactive music production facility and creative shop based in New York City. The company is led by Creative Director/Founder Francis Garcia, who spent the better part of the '90s playing in punk rock bands while studying film criticism and directing video shorts as an undergraduate at The University Of Texas at Austin. Shout's body of work includes music for Audi, Cadillac, Toyota, Ford, Ralph Lauren, ESPN, Nickelodeon, Discovery Channel, National Geographic, Verizon Fios and Citibank. [shoutitoutloudmusic.com](http://shoutitoutloudmusic.com)

**ARMM** is a New York-based music representation and consultancy company, specializing in music strategy, supervision, licensing, original composition and sound design – with a focus on the creative utilization of music and sound for advertising and communications. Clients: Island Def Jam, Crucial Music, Massive Music and Gibson Guitars. Recent projects: Google, Ralph Lauren, Toyota, Raul & Pedro (TV pilot) and Publix. [armmcorp.com](http://armmcorp.com)

**DETOX** is a full-service content creation company that has shot and overseen post-production for a wide range of media. Its core team of film/video editors and graphic designers has worked with an assortment of smart brands and recording artists including Coca-Cola, Volkswagen, American Express, Kohls, Walmart, Colgate, Lenny Kravitz, Yeah Yeah Yeahs and Elvis Costello. [detox.tv](http://detox.tv)

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