



# **MEDIA ALERT**

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## **Curtis “50 Cent” Jackson, Cast and Crew to Attend World Premiere of *Things Fall Apart* at Miami Dade College’s 2011 Miami International Film Festival**

*Press conference, Red Carpet and World Premiere at Miami’s historic  
Gusman Center for the Performing Arts to be held Saturday, March 5*

**Miami, FL—** World-renowned recording artist, actor, producer and screenwriter **Curtis “50 Cent” Jackson** brings his latest feature film to the **Miami Dade College’s Miami International Film Festival (MIFF)** on **Saturday, March 5**, with the **World Premiere** of the highly anticipated drama ***Things Fall Apart***. Based on the real-life, true story of one of his closest friends, 50 Cent stars in his most stirring leading role since his acting debut in the 2005 biopic *Get Rich or Die Tryin’*.

In *Things Fall Apart*, 50 Cent is Deon Barnes, a college football star bound for the NFL who suddenly gets sidelined with cancer and sees his life come crashing down around him. Deon must find the courage to face his new reality and fight his toughest opponent ever—on or off the field. 50 Cent co-wrote the screenplay and was so dedicated to the project and the role that he shed more than 50 pounds while filming during summer 2010 in order to accurately portray Deon’s gradual physical deterioration caused by the disease.

The film is produced by Miami native Randall Emmett (*Rambo, 16 Blocks*) and directed by Mario Van Peebles (*New Jack City, Baadasssss!*), who also co-stars. Additional co-stars include Ray Liotta (*GoodFellas*), Lynn Whitfield (*The Josephine Baker Story*), Tracey Heggins (*The Twilight Saga: Breaking Dawn Part 1 & 2*), Cedric Sanders (*The Social Network*) and Ambyr Childers (*Setup*).

50 Cent, Emmett and Peebles, as well as select supporting cast members, are scheduled to attend the Festival.

The 28<sup>th</sup> Annual Miami International Film Festival (MIFF), which is produced and presented annually by Miami Dade College (MDC), runs March 4-13, 2011.

**WHO:** *Things Fall Apart* cast and crew: **50 Cent, Mario Van Peebles, Randall Emmett, Tracey Heggins, Cedric Sanders and Ambyr Childers** (*Subject to change.*)

**EVENTS:** **Press Conference: Saturday, March 5 at 11:00 a.m., The Betsy South Beach** rooftop lounge, 1440 Ocean Drive, Miami Beach. *(Only accredited and approved media will be admitted.)*

**Red Carpet: Saturday, March 5 at 9:00 p.m., Gusman Center for the Performing Arts**, 174 East Flagler Street, downtown Miami. *(Only accredited and approved media will be permitted to cover the Red Carpet.)*

**World Premiere: Saturday, March 5, 9:45 p.m., Gusman Center for the Performing Arts.** A limited number of complimentary tickets reserved for accredited press are available. Please send ticket requests to MIFF publicist Danny Diaz at [danny@miamifilmfestival.com](mailto:danny@miamifilmfestival.com).

***To RSVP for the press conference and Red Carpet, please notify MIFF or Miami Dade College media contacts. Only MIFF or MDC can authorize admission to attend these publicity events.***

**Additional MIFF media contact:** Danny Diaz, 305-389-8986, [danny@miamifilmfestival.com](mailto:danny@miamifilmfestival.com).

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