

ANIMUS TEAMS UP WITH HOLLYWOOD PRODUCER BARNET BAIN TO DELIVER THE ULTIMATE REALITY SERIES *THE CRAFT*

Series set to get hearts racing as individuals experience the 'reality' of metaphysics for the first time ever

Monday 4th October

Animus Entertainment Group has joined forces with leading Hollywood film producer Barnet Bain to co-produce an all-new inspiring reality series entitled *The Craft*.

Currently in development, *The Craft* (6 x 1hr) will get hearts racing as 9 individuals undergo rigorous training to discover the greater capacities that lie within themselves. Filming will capture their emotional highs and lows, and will have no hidden stunts or special effects, creating a bewitching reality show that is REAL.

Set in a 'Hogwarts' type Academy, reminiscent of a time when alchemists and wizards experimented with 'magic', the contestants will compete in meta/para-normal challenges to determine who is Master of the Craft. The participants aged 18 – 35 yrs, will include people claiming to have special gifts in the paranormal, some who have a mild interest in the subject matter and others who are complete sceptics. Each contestant will be taught by specialists in different areas of parapsychology in order to develop skills in the meta-normal to master the art of channeling, telepathy, hypnosis, and much more.

Barnet Bain, Executive Producer, "We wanted to create a series that would capture the magic and wonder of man's ability to defy the laws of nature, to test the various theories that have led to question our inner strengths and powers, where 'mind truly does take over matter.'"

Damaris Valero, CEO, Animus said, "We have always been intrigued by the power of the mind and putting some of life's big questions to the test, so when we first met Barnet, we instinctively knew that sharing such a common interest would lead to something special. This series is 'reality' in the raw sense of the word, and will intrigue even the most sceptical of viewers!"

The Craft is based on an original concept by Executive Producers Stuart Alexander (*Above and Beyond*) and Barnet Bain (Oscar Winner *What Dreams May Come*). They are joined by Terry Collis, who also collaborated with Bain on *What Dreams May Come* as well as the soon to be released *Celestine Prophecy*.

Notes to Editors:

Producer and screenwriter Barnet Bain has earned a reputation for creating innovative projects that celebrate the human spirit. After producing movies for television such as HBO's *Conspiracy of Fear* and several for the Sci-Fi Channel, he went on to produce the visually stunning *What Dreams May Come*, starring Robin Williams and Cuba Gooding Jr. an Oscar Winner for Best Visual Effects. The film also grossed over \$100 million worldwide and became one of the best-selling videos of 1999. He also produced the groundbreaking

Quantum Project, the first Hollywood film developed specifically for the Internet, starring Stephen Dorff and John Cleese. Further credits include *Homeless to Harvard* which received three Emmy Nominations including Outstanding Made for Television Movie, along with the *Linda McCartney Story* for CBS, which earned him a further Emmy nomination. Under Barnet Bain Films Production he has just finished producing the eagerly awaited movie based on the best-selling book *The Celestine Prophecy*, by author James Redfield. His next project will be a film based on Richard Bach's classic novel *Illusions*, directed by French filmmaker Yann Samuel.

Animus Entertainment Group (AEG) is a subsidiary of Animus Group, a privately held advisory group with business interests in media consulting, and production/ distribution of content. Headquartered in Miami, AEG was established by CEO Damaris Valero in 2003, and also maintains offices in New York, Los Angeles and Madrid. Other key AEG executives include Harry Neuhaus, Managing Director and five-time Emmy award-winner Fred Silverman, Chief Creative Officer.

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