



FOR IMMEDIATE RELEASE

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In Philadelphia, Pennsylvania on May 19th at **XFINITY LIVE! Philadelphia**, the doors will open for a **LIVE Stream Event** of the **WORLD PREMIERE** of "BACK IN THE DAY" at 7pm. This once in a lifetime event will bring the Hollywood image right to Philadelphia's own backyard, the first of its kind for the city. Dress to impress as you walk the "Red Carpet", mingle amongst the guests and embrace a night of Glitz and Glamour. With a **LIVE** performance by 'Cold Sholda', singing the film's Exclusive song "BACK IN THE DAY" the tempo of the night will be set with rhythmic vibes that will leave you wanting more. You will be the first to view the prescreening of "BACK IN THE DAY" before it's release on May 20th in select theaters and VOD Platforms, at **XFINITY LIVE!** on its 32ft. HD screen, the largest screen on the east coast.

"BITD" Starring William DeMeo (Anthony Rodriguez), is not just another Boxing Movie, it is a statement revolving around bullying. Within this inspiring story infused with the determination to follow through with your dreams, regardless of unexpected set backs by fellow peers. The writer's creative vision was very well preserved by an outstanding Cast line up. With supporting roles and featured appearances from industry greats such as: Alec Baldwin, Danny Glover, Mike Madsen, Mike Tyson, Annabella Sciorra, Shannen Doherty, Manny Perez, Joseph D'Onofrio, Ronnie Marmo, and Cristian DeMeo.

View the trailer here:

[HTTPS://WWW.FACEBOOK.COM/BACKINTHEDAYTHEMOVIE/VIDEOS/575152849333132](https://www.facebook.com/backinthedaythemovie/videos/575152849333132)

***Confirmed Appearances:** Actor/Writer/Producer **William DeMeo**, Director **Paul Borghese**, and **Chris DeMeo** have been locked in. Additional Cast Announcements Coming Soon.

VIP Tickets are Limited and must be purchased in advance, they are available at:

WWW.TICKETFLY.COM/EVENT/1162187 . **VIP Access** includes early entrance, select seating upon arrival, Priority Red Carpet Photo Opts before 7:00 pm and Exclusive Invite to greet the cast as they arrive.

"A portion of the ticket sale proceeds will be donated to JCW's Education Program, to help teach victims to find their Voice". JCW is a 501c3 Non-Profit.

For Event Sponsorship Inquiries please contact: Tina Davido.

*Taking Video footage of the actual film's screening is **STRICTLY PROHIBITED!!!** Anyone observed attempting to do so, will be removed from the screening immediately and you will **NOT** receive a refund.

