

Written by Joe Clarke

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IOWA CITY, Iowa – After bringing Hollywood and Midwest talent together on their latest feature, three Iowa City-based filmmakers signed on with LA based distribution company Level 33 Entertainment for their feature film 'The Formula,' and will go on a College Tour in late November to promote the upcoming DVD release. "The Formula," starring Brandon Baker, Reginald VelJohnson and Sasha Jackson, premiered at the Englert Theater in Iowa City back in January, and has since picked up numerous awards in various film festivals across the state.

After self-distributing on a state wide level, the company will look to expand to increased domestic and international market places. To coincide with the upcoming release, cast and crew from the film will be going on a week long college tour in November, stopping at college towns around the midwest including Illinois, Wisconsin, Kansas City, and Michigan.

Backrow Studios' production team Ravi Patel, Tim Nash, and Joe Clarke bring the story of two engineers who invent a mathematical formula for wooing women with "The Formula." The film stars Brandon Baker, best known for his work in Disney movies such as "Johnny Tsunami," "The Jungle Book," "Johnny Kapahala: Back on Board," as well as the NBC sitcom "One World." Also starring in the film is Reginald VelJohnson, a veteran actor best known for his roles in the classic action picture, "Die Hard," and as Carl Winslow in the long running family sitcom, "Family Matters." Rounding out the cast is Sasha Jackson, who played the lead role of "Dana" in 2011's "Blue Crush: Wild Coast." She also plays the recurring character of "Kylie" on the popular TV series, "One Tree Hill."

Level 33 reaches all media platforms and releases can be found in every major retail and rental account including Walmart, Target, Best Buy, Amazon, Redbox, Blockbuster, Netflix, iTunes, Google Play, Playstation, Hulu, DirecTV, Dish, Comcast, and Time Warner. Formed in 2010, the team brings a wealth of experience from Paramount, 20th Century Fox, and Walt Disney Studios. This industry exposure helps ensure each film has the maximum opportunity to reach its target audience.

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"The Formula" is the story of Quinn (Baker) and Graham (Second City's Mike Schminke), two engineering students who discover a mathematical formula to pick up women with ease. Quinn is a hopeless romantic who falls head over heels for a young student teacher. Graham is a chauvinistic womanizer who thinks the key to finding the woman of his dreams is by wooing as many as possible. As "The Formula" follows Quinn and Graham from one date to the next, they discover that there is no shortcut to finding true love.

With many of the cast and crew also reigning from Chicago, "The Formula" is the third film produced by Backrow Studios, LLC. Its first feature length film "Kung Fu Graffiti" signed a contract for sales and distribution with Los Angeles -based production house Entertainment 7. The company's second feature "The Wedge" is hitting the film festival circuit, and landed three awards including Best Professional Feature at the Cedar Rapids Independent Film Makers Festival.

"The Formula" was directed by Joe Clarke and Thomas Beecher, with executive producer Ravi Patel. For media inquiries and interview requests, please contact producer Tim Nash at 319-531-6324