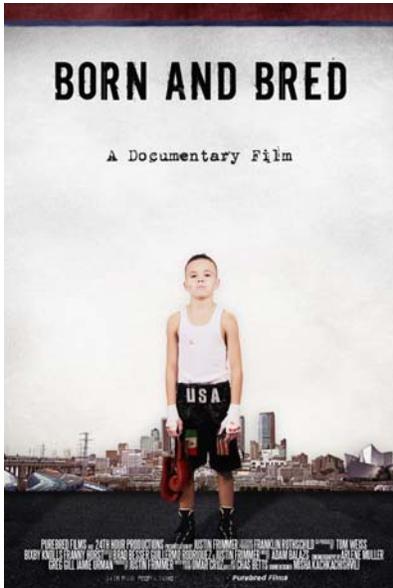


Purebred Films

Presents



A one-of-a-kind documentary film about growing up in the sport of sports amidst a historical fight for the heart of immigrant America.

A film by Justin Frimmer

THEATRICAL RELEASE DATE: August 19, 2011

VOD/DIGITAL DOWNLOAD/DVD RELEASE DATE: December 1, 2011

RUNNING TIME / FORMAT / RATING: 94 minutes / Digital / Not Rated (contains strong language)

OFFICIAL WEBSITE: www.bornandbredmovie.com

STILLS AND PRESS NOTES AVAILABLE AT: www.bornandbredmovie.com/press.html

PUBLICITY CONTACT: contact@purebredfilms.com

**“They don’t breed Sugar Ray Leonards or Muhammad Alis in Beverly Hills.”
-boxing trainer, *Born and Bred***

SYNOPSIS (SHORT FORM)

Born and Bred is a feature-length documentary film chronicling the lives of a new generation of young boxers fighting for their place in the American boxing capital of Los Angeles, where Latino immigration is surging to a historical breaking point. At the heart of the film is the story of 15-year-old twin brothers in their last two years in the tough ranks of amateur boxing where boys are made into men and Olympic dreams are won and lost.

Born and Bred is truly a one-of-a-kind documentary film about growing up in the sport of sports amidst a historical fight for the heart of immigrant America.

SYNOPSIS (LONG FORM)

Born and Bred is a feature-length documentary film chronicling the lives of a new generation of young boxers fighting for their place in the American boxing capital of Los Angeles, where Latino immigration is surging to a historical breaking point. At the heart of the film is the story of 15-year-old twin brothers in their last two years in the tough ranks of amateur boxing where boys are made into men and Olympic dreams are won and lost.

Shot over the course of four years, the film offers an inside look at the gritty boxing culture of East Los Angeles where there are more boxers than anywhere else in the country. The documentary is driven by the story of twin brothers Oscar and Javier Molina and their intense relationship with lifelong trainer, Robert Luna. The movie documents their last years fighting as kids and their entry in the men's division of the sport as they clash with seasoned boxers.

Apart from the struggles in the ring, ***Born and Bred*** tells the stories of the boxers' lives and family outside the sport: their parents harrowing journey across the U.S. border, their hopes for their kids, the larger story of the monumental immigration protests of 2006, the boys' personal lives as teenagers, their difficulties and losses, their hopes and plans for the future as professional boxers and the deep belief in who they have been taught to become inside and outside the ring. The film reaches its climactic moments as their trainer pushes them to the edge of their abilities, inspiring them to fight as if their lives depend on it.

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ABOUT AMATEUR BOXING TODAY

What began as combat between Greek and Roman empires in 4000 BC has evolved into one of the most popular sports in history, practiced in nearly every country throughout the world. In the United States, every superstar boxer, including Sugar Ray Leonard, Mike Tyson and Oscar De La Hoya, began his career as a young kid fighting in the U.S. amateur boxing system. There are more than 20,000 registered boxers in the U.S. who compete as young as 8 years old and as light as 50lbs. Many begin to train at an age much younger than this.

Over the past decade, the number of young boxers in Los Angeles and Southern California has surged to record highs following the continual influx of new immigrants from Mexico and Central America. The new generations of Americans bring their love for the sport and their heralded traditions to the boxing world of the 21st century much in the same way as the Irish, Italians, Jews and African-Americans did in the 20th century. The sport of boxing has always been an ethnic-centric sport and this as true today as it ever has been.

The contestants in the sport are a snapshot of the new waves of immigrants that have been filtering into Los Angeles and the Southwest U.S. over the past two decades. According to the 2008 census, nearly 40% of residents in Los Angeles County are foreign born. The number of foreign born in the U.S. is at its highest since the Ellis Island generation of the early 20th century. The U.S. Border has become the new Ellis Island. As the traditional hub for Latino immigrants, the East Los Angeles area has become the breeding ground for young kids looking to be the next superstars of the sport of boxing. In the 2008 Olympics, two of the nine members of the U.S. Boxing Team hailed from a one-mile stretch of East Los Angeles.

ABOUT THE PRODUCTION

The production of ***Born and Bred*** began in late 2005/early 2006 in Los Angeles. The film is shot in a *cinéma vérité* style. At the onset of production, there was absolutely no plan for what the film would essentially be about or what story would drive the plot of the documentary.

"The very first time I went to a local boxing event, I knew in my gut that there was something very powerful happening that hadn't really ever been documented on film," relates director Justin Frimmer. "There was just

an intense vitality in the mixture of the violence in the ring and the innocence of the children. It was just raw human drama. Once I started shooting, the stories took over.”

The production team began to gather hours of footage at local events and gyms throughout the Los Angeles area until a number of stories, boxers and locations emerged as key snapshots of the larger picture of what was happening in the sport and the country at the time. While boxing seemed to be slowly dying in popularity in many parts of the U.S., in Los Angeles, the gyms were packed and there were at least two or three tournaments happening every weekend with dozens and dozens of bouts. It became obvious that the masses of Latino immigrants that had been flooding into the country over the past decades saw boxing as a way for their kids, and themselves, to make it in this country. At every event that the production team shot footage, it became evident that the ethnic makeup of the kids was overwhelmingly Latino and that this was an essential part of the story. It was the latest chapter in a history of boxing made up of one ethnic group after another using the sport to fight for a better place in the American economic landscape.

Twin brothers Oscar and Javier Molina had been boxing since they were small children. Their father, an immigrant from the gang war-torn district of Ciudad Juarez, Mexico, had been a boxer. Their older brother boxed. Their cousins boxed. They were born and bred boxers.

Their trainer, Robert Luna, a former boxer himself, was intensely ambitious with his young prospects. He not only believed the twin brothers had immense natural talent, he believed his many years in the sport were a mere prelude to a career as one of the great trainers in boxing. It was 2006. The twins were about to make the tough transition to the men’s division, where they would have to fight seasoned boxers as old as 34. The Olympics was a mere two years away. They had dreams of fighting on HBO in Las Vegas. The story was on.

The production team followed the twin brothers’ lives inside and outside the ring for the next two years, travelling with them from Los Angeles to the major amateur boxing events around the country. The relationship between the twins and their trainer quickly became the focus of the film. Over the years, they had formed a tight bond that bordered on a father-son relationship. They trained together every day, they travelled to tournaments together, they shared wins and losses together and they got to know each other inside and out. Their trainer not only tried to teach them how to hit and not get hit in the ring, he tried to teach them the craft of making it in life. His experience as an Army Ranger, his failed boxing career and the decade of working at dozens of odd jobs had taught him that you have to be intelligent in your choices as much as you have to be tough willed in the daily struggle of life. He might have come from the *barrio*, but he spent his spare time reading *The Art of War* by Sun Tzu. The twins were still too young to realize what it took to make it in the sport, but their trainer was more than ready to guide them. It was only a matter of time before stardom would be theirs, they believed.

The reality, though, was that everyone in boxing believes he is going to be the next superstar. More often than not, the brutality of the sport guarantees that only a select few make a decent living at it, much less gain wealth and stardom.

At the Eddie Heredia Boxing Gym down the street, the production team found the other half of the story that would become **Born and Bred**. Head trainer Rodrigo Mosquera had found his own young prospect after a failed attempt to raise his own sons to be world championship boxers. 12-year old Victor had not lost a fight in three years. He was approaching 70 wins in a row and was discarding opponents with a viscous force no one would expect from such a small kid. His trainer had discovered his new protégée and was convinced that this time he had a future world champion. Victor had a relentless drive and a precocious understanding of the sport. “When I get in that ring, I look across it to see if my opponent has any heart,” he told the camera. “If he doesn’t, I take him out right away. If he does, I take it away from him. I make sure he has no heart.” While the twins were soft spoken and did what they were told, Victor was pure machismo and did what he wanted.

Born and Bred had found its perfect balance in the polar opposites of the two gyms and their star boxers.

In 2006 and 2007, mass protests broke out in Los Angeles and around the country over a senate bill viewed as the strictest anti-illegal immigrant legislation in U.S. history. In Los Angeles, 500,000 people took to the streets. The twin brothers joined their high school classmates and walked out of school to join the marches. The spirit

of their own reasons for fighting became enmeshed in their family's story and in the spirit of an enormous working class underbelly of the city fighting for its own legal and human recognition.

The drive toward the climax of the story began when the twins and their trainer decided to try and make the 2008 Olympic team. Though only 17 years old, they believed that their skills and sheer desire would be enough to defeat opponents many years their senior. So began the quest toward their future in the sport and the heart of the story of **Born and Bred** as they vied for an Olympic bid and prepared for a professional career as boxers.

After four years and 150 hours of footage, what started out as hundreds of young, eager kids in the gritty boxing gyms of Los Angeles was distilled to a tender and intense story of one boxer and one trainer, trying to make history against all odds. **Born and Bred** is a film made of complex stories with simple truths about carrying on in the face of defeat.

ABOUT THE PRODUCTION TEAM

Justin Frimmer is a writer and director based in Los Angeles.

Brad Besser is an editor whose previous editorial work includes *Z*, *10 Minutes*, *Modern Imbecile's Planet World* and *Happy Birthday*. He has worked as an assistant editor on the upcoming HBO series *Luck* and the feature crime thriller *The Fields*.

Guillermo Rodriguez is an editor whose previous work includes *Sweet Thing*, *The Shadows*, *18 Money* and *The Shield*. His directorial work includes *The Shadows*, which premiered at *Outfest 2007*. He is currently in pre-production on his second feature, the horror film *Baby*.

Adam Balazs is a composer who previously created the scores for *Last Stop*, *The Butterfly Effect 3: Revelations*, *El Camino* and *The Elephant King*.

Omar Cruz is a hip hop artist who emerged, during the mid- to late 2000s, as one of the most promising Latino rappers in Los Angeles. His popularity on the underground mixtape circuit led to a recording contract with Interscope/Geffen Records. His albums include *The Cruzifixion* and his hit songs include *To the Top*.

Footage includes interviews with boxing luminaries *Jim Lampley*, *Teddy Atlas*, *Emanuel Steward* and others. Additional Footage provided by **ESPN** and **the U.S. Olympic Committee**.

MAIN CREDITS

PRODUCED AND DIRECTED BY	Justin Frimmer
EXECUTIVE PRODUCER	Franklin Rothschild
EDITOR	Brad Besser
EDITOR	Guillermo Rodriguez
EDITOR	Justin Frimmer
COMPOSER	Adam Balazs
ADDITIONAL COMPOSING BY	Pez Wilson
CO-PRODUCER	Tom Weiss

CO-PRODUCER	Bixby Knolls
CO-PRODUCER	Franny Horst
DIRECTOR OF PHOTOGRAPHY- 2 ND UNIT	Jamie Urman
DIRECTOR OF PHOTOGRAPHY- 2 ND UNIT	Arlene Muller
DIRECTOR OF PHOTOGRAPHY- 2 ND UNIT	Greg Gill
POST SOUND MIXER	Misha Kachkachishvili
POST SOUND MIXER	Joe Deceault
TITLE DESIGNER	Chas Betts
CAMERA OPERATOR	John Boatner
CAMERA OPERATOR	Mark Roberts
CAMERA OPERATOR	Tim Altonen
CAMERA OPERATOR	Matt Garland
CAMERA OPERATOR	Thomasid Rolls
CAMERA OPERATOR	Christopher Norton
STEADICAM OPERATOR	Fabian Tehrani
AMATEUR BOXING CONSULTANT	Melanie Ley
PHOTOGRAPHER	Estevan Oriol
TRANSLATOR	Mabel Hayek
NARRATOR	Stephen Messer
ADR RECORDING	Steven Chesne
MUSIC SUPERVISOR	Adam Balazs
MUSIC:	"Swang" Big Slug Rio-Cam & LL Entertainment
	"Legendary" Omar Cruz Written by Omar Cruz and Joe Ceballos O. Cruz Inc., Dirty Money Works
	"Born and Bred Theme" Omar Cruz Written by Omar Cruz, Brandon Csupo and Adam Balazs O. Cruz Inc., Plantinum Production World, Yellowgator Productions
	"Live Young, Die Rich"

Astal, C.O.C. Fedie DeMarco and k young
Written by Fallen Angel, Astal, C.O.C., Fedie Demarco and k
young
Platinum Production World, Astal World Music, Magic Ink
Publishing, Fill_Different

"Turn This Up"
k young and bad azz
Written by Fallen Angel, k young and bad azz
Platinum Production World, Magik Ink Publishing,
Doubledollarsign Publishing

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ESPN
Corbis Motion
Blue Sky Footage
Artbeats
KTLA
KCAL

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Estevan Oriol
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Patricia Manuel
Mike Tyson
City of Lincoln Park
Manuel Nava
Jim Lampley
Christopher Picos and Family
The Mosquera Family
The Molina Family
San Manuel Casino
Film LA, Inc.
Joe Estrada
Seniesa Estrada
King Taco and its delicious tacos
The Hundreds of Amateur Boxers Who Participated in
This Documentary Film