



How to Eat FRIED WORMS

FOR IMMEDIATE RELEASE

Wednesday, August 9, 2006

******MEDIA ALERT******

HOW TO EAT FRIED WORMS RED CARPET CELEBRITY EVENT

WHAT: Ryan Malgarini and Adam Hicks Host a Red Carpet Celebrity Screening of the New Line Cinema and Walden Media film "How to Eat Fried Worms" sponsored by Brenden Theatres and the Palms Casino Resort.

Special Invited Guests:

Children & families from the Candlelighters for Childhood Cancer of So. Nevada

Guest of Honor: 11 year-old Brooke Alden diagnosed with childhood bone cancer

WHEN: Saturday, August 19, 2006
12:00 p.m. Red Carpet Arrivals
1:00 p.m. Celebrity Screening
2:30 p.m. After Picnic (Brenden Theatres lobby)

WHERE: Brenden Theatres & IMAX® in the Palms Casino Resort
4321 W. Flamingo Rd., Las Vegas, Nevada

DETAILS: "How to Eat Fried Worms" is a comedy-drama about an 11-year-old who becomes so desperate to fit in at his new school that he accepts a bet that he can eat 10 worms in a day. Based on the 1972 novel by Thomas Rockwell. Rated PG.

Sponsorship opportunities available. Contact Cheyenne Marketing at (702) 228-0185

News media coverage invited on the red carpet & After event.

Ryan Malgarini, Adam Hicks and Robert Dolman individual interviews available.

Celebrities Scheduled to Walk the Red Carpet

From the film "How to Eat Fried Worms" --

Ryan Malgarini ("Benjy") (*Freaky Friday, Go Figure, Malcolm in the Middle, Standoff* (new television series))

Adam Hicks ("Joe") (*The Shaggy Dog, The 12 Dogs of Christmas, Down and Derby*)

Hallie Kate Eisenberg ("Erika") ("Pepsi Girl," *Beautiful, Bicentennial Man, The Goodbye Girl, The Miracle Workers, The Insider*)

Luke Benward ("Billy") (*Because of Winn-Dixie, Family Affair, We Were Soldiers*)

Austin Rogers ("Adam Simms") (Upcoming *Re-Animated, Curb Your Enthusiasm* (HBO), *Life on a Stick*, multiple television shows)

Alexander Agate ("Donny") (*Half-Life* (post-production), *Spectres*)

Ty Panitz ("Woody") (*Yours, Mine and Ours, Bones*)

Blake Garrett ("Plug")

Simone White ("Woody's teacher") (singer)

Robert Dolman (writer/director) (writer, *The Banger Sisters, Far & Away*)

Other Invited Celebrity Guests:

Johnny Brenden (Owner/CEO Brenden Theatre Corporation)

Matthew Underwood (currently starring as "Logan" on the hit show *Zoey 101*)

Brittany Curran (*Akeelah & the Bee, Go Figure*)

Eddie Mekka (*Laverne & Shirley*)

Illusionist David Darkstone

And introducing new talent from Astrablu Media (upcoming *National Lampoon's Cattle Call Las Vegas & Fistful of Blood*) --

Katherine Elizabeth Pawlak

Tala McDonnough

Brittney Brooke

Chanda Rodriguez

Julie Michelle Davis

Megan Chandler

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