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FOR IMMEDIATE RELEASE, PLEASE

ATLAS MEDIA'S MUST-SEE
"MERRILY WE ROLL ALONG" DOCUMENTARY
**BEST WORST THING THAT EVER
COULD HAVE HAPPENED**
LANDS DISTRIBUTION DEAL WITH
ABRAMORAMA

THEATRICAL RELEASE SET FOR
NOVEMBER 18 IN NEW YORK CITY
AND
NOVEMBER 25 IN LOS ANGELES

WORLD PREMIERE AT THE
NEW YORK FILM FESTIVAL
IN EARLY OCTOBER

FIRST-LOOK TRAILER NOW AVAILABLE!

New York, NY – Atlas Media is thrilled to announce that its upcoming feature-length documentary, ***Best Worst Thing That Ever Could Have Happened***—a thrilling, behind-the-scenes look into the 'then' and 'now' of perhaps Stephen Sondheim's most beloved work, *Merrily We Roll Along*—has been acquired for theatrical distribution by **Abramorama**, the industry's preeminent distributor of independent cinema. News of the acquisition comes on the heels of **Abramorama's** wildly successful launch of the new Ron Howard documentary, *The Beatles: Eight Days a Week – The Touring Years*, released theatrically this past weekend to strong reviews and topping the specialty box office nationwide.

A first-look trailer is available by [clicking here](#). Please link and share.

Following its upcoming world premiere at the **New York Film Festival** on Sunday, October 9, ***Best Worst Thing...*** will be released theatrically on Friday, November 18 in New York City at Film Society of Lincoln Center's **Elinor Bunin Munroe Film Center** (144 W. 65th Street) as well as the **IFC Center** (323 6th Avenue); and on Friday, November 25 in Los Angeles at **Laemmle's Royal Theatre** (1523 Santa Monica Blvd.).

"We feel incredibly lucky to partner with our friends at Abramorama on the release of Lonny Price's incredible, must-see documentary," said **Bruce David Klein**, President & Executive Producer of Atlas Media. "*Best Worst Thing...* has truly been a labor of love for everyone

involved, and we are so excited to finally share it with theater fans, doc junkies and curious filmgoers in New York City, Los Angeles, and beyond.”

In a statement, **Richard Abramowitz**, President of Abramorama, said: “What a privilege it is to help get this wonderful film out into the world. First a film about The Beatles and now one about Stephen Sondheim. Short of Beethoven rising from the grave it can’t get any better than this.”

Best Worst Thing..., a production of **Atlas Media Corp.** in association with **Allright Productions**, is directed by original *Merrily We Roll Along* cast member and acclaimed director **Lonny Price** and produced by **Bruce David Klein** with **Lonny Price**, **Kitt Lavoie** and **Ted Schillinger**. **Scott Rudin** and **Eli Bush** serve as executive producers. The film features never-before-seen footage and interviews with the legendary **Stephen Sondheim**, **Harold Prince**, and original cast members including **Jason Alexander**, Tony® winner **Tonya Pinkins**, Broadway veteran **Jim Walton**, **Ann Morrison** and many more.

Best Worst Thing That Ever Could Have Happened is the must-see chronicle of Stephen Sondheim and Harold Prince’s much ballyhooed reverse chronology musical *Merrily We Roll Along* which closed after just 16 performances in 1981 but gradually assumed legend status. This alternately heartbreaking and euphoric film focuses on the original cast members, then and now, and the special place this experience holds in their memories.

As previously announced, ***Best Worst Thing That Ever Could Have Happened*** will have its world premiere at the **54th New York Film Festival** on Sunday, October 9 at 6PM at Lincoln Center’s **Alice Tully Hall** (1941 Broadway). The screening will be followed by a post-screening Q&A with Stephen Sondheim, Lonny Price and other special guests to be announced. The NYFF will also screen the film on Monday, October 10 at Film Society of Lincoln Center’s Elinor Bunin Munroe Film Center (144 W. 65th Street). For more info, visit <http://www.filmlinc.org/nyff2016/>.

To **download the trailer** for upload on your site’s media player:

<https://vimeo.com/183387493>

password: Sondheim2016 (case-sensitive)

Atlas Media is an award-winning independent multi-platform producer of non-fiction television series, specials, theatrical documentaries and digital entertainment. Its ratings-grabbing TV productions have become staple programming for U.S. networks such as MTV, History, Discovery Channel, E! Entertainment, Travel Channel, National Geographic Channel, Food Network, Investigation Discovery, NBCUniverso -- as well as national syndication, multiplatform home entertainment services, and distribution in 100+ markets worldwide. Atlas also produces hundreds of webisodes for brands and other client online platforms. ***Best Worst Thing...*** is produced through its Theatrical Documentary division which releases films which have won multiple awards at festivals around the globe before opening theatrically – including *Meat Loaf: In Search of Paradise* and *Robert Blecker Wants Me Dead*. For eleven years in a row, Atlas has been named to *RealScreen* magazine’s prestigious annual “Global 100” list of the largest and most influential providers of non-fiction entertainment in the world. For more info, visit www.atlasmedia.tv.

Abramorama is the leading distributor of independent cinema in the US today, with sustained independent cinema theatrical success in the specialty box office nationwide. An innovator in

the focused personalized form of film distribution that provides invaluable alternatives to filmmakers and content owners, Abramorama pioneers audience engagement with dynamic cinema via multiple release platforms. An industry leader in marketing and promotion, Abramorama continues to trail-blaze exciting new pathways for filmmakers to find their audience.

Over the course of more than 20 years, Abramorama has successfully distributed and marketed hundreds of films, including Ron Howard's *The Beatles: Eight Days A Week-The Touring Years*; Dawn Porter's *Trapped*; Asif Kapadia's *Senna*, Neil Young's *Greendale*; Cameron Crowe's *Pearl Jam Twenty*; Sacha Gervasi's *Anvil! The Story Of Anvil*; Banksy's Academy Award®-nominated, *Exit Through The Gift Shop*; Laurie Anderson's astonishing New York Times critics' pick, *Heart of a Dog*, Showtime's *Listen To Me Marlon* (National Board of Review Winner) and Drafthouse's *The Look of Silence* (2016 Documentary Academy Award®-Nominee and 2015 IDA Best Documentary Winner). For more information, visit www.abramorama.com.

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