

## EYE SCREAM FILMS AND “POOR PAUL” DONATE WALK-ON ROLE BENEFITING CHILDREN AT HEART 2008 CELEBRITY AUCTION

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Agency: **MLC PR**

Los Angeles, CA (November 3, 2008)— Los Angeles based production company Eye Scream Films announced today that they will be contributing to The Children at Heart 2008 Celebrity / Fantasy Auction Monday, November 24, 2008 at Pier 60 in New York City. The Children at Heart Auction benefits Chabad’s Children of Chernobyl (CCOC), and helps rescue and care for children who are exposed to the lethal contamination from the Chernobyl nuclear disaster.

Eye Scream Films is proud to donate a walk-on role on their hot, new web series Poor Paul; a meet and greet with Poor Paul star Kevin G. Schmidt (Young and the Restless, Cheaper By The Dozen 1 & 2); a cameo in an upcoming Eye Scream Films feature, and a one-of-a-kind outfit from iconic New York fashion designer Brendan Lee (wardrobe designer for Poor Paul).

“Living in Los Angeles and working in the entertainment business, one can often forget about those who aren’t as fortunate as we are. When I was approached to participate with the Children at Heart event, I was both flattered and honored to do so. I’m blessed to have the talents to do what I do, and I am proud to be able to be able to support the Children of Chernobyl,” says Eye Scream Films CEO and Poor Paul director, Sean Michael Beyer.

Poor Paul is scheduled to be shooting on location in New York City November 22nd, 23rd and 25th, 2008, and the winner will have the opportunity to shoot their segment on the 25th or in Los Angeles when the cast returns after the event.

Past Children at Heart Auctions have included: Whoopi Goldberg, Jon Voight, Kathleen Turner, Burt Reynolds, Pierce Brosnan, Heidi Klum, Robin Williams, Steven Spielberg, and many more. The auction will also include a black tie gala dinner at \$900 per plate.

For more information on Eye Scream Films, please visit [www.eyescreamfilms.com](http://www.eyescreamfilms.com). For more information on Poor Paul, please visit [www.poorpaul.com](http://www.poorpaul.com).

For media requests, please contact Jordyn Borczon of MLC PR at 818.706.8080 or [Jordyn@monaloring.com](mailto:Jordyn@monaloring.com).

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### ABOUT EYE SCREAM FILMS

Formed in the fall of 2000, Eye Scream Films (ESF), created by director Sean Michael Beyer, has produced a variety of projects including the independent films “Down the P.C.H.” and “Resurrection Mary.” Most recently, ESF produced the highly anticipated “The Alyson Stoner Project,” a unique long form hybrid dance/fitness music video. During the post production, the idea of web-based series “Poor Paul” was born. Currently, Eye Scream Films has numerous projects in development.

### ABOUT POOR PAUL

Poor Paul is a new media, five minute long episodic comedy series which follows Paul, a twenty something guy trying to deal with obnoxious roommates and the perils of life, all while living vicariously through his own Blog. Created by Sean Michael Beyer, Geoff Hoff, Steve Mancini, Zack Bennett, and Kevin Schlanser [lonelygirl15], Poor Paul stars Kevin Schmidt [Cheaper By The Dozen 1 & 2, The Butterfly Effect, The Young and the Restless], Zack Bennett [Down the PCH], Nicholas

Braun [Sky High, Minutemen], Samantha Droke [The Suite Life of Zach & Cody], Floriana Lima [How I Met Your Mother] and Palmer Scott [Nip/Tuck]. Production on Poor Paul began in July of 2008 and the first episode premiered on September 16, 2008. The series can currently be seen on iTunes, YouTube, MySpace, and exclusively in HD on Koldcast TV.

#### ABOUT MLC PR:

MLC PR is a top-tier, boutique public relations firm specializing in music, television, film, lifestyle, and literary publicity services. As one of the most watched PR firms to come out of Los Angeles in years, MLC PR's dedicated staff brings a wealth of experience and knowledge to the table, and each member is committed to elevating the status of every client. MLC PR works intimately with each client and their teams to provide personalized and strategic publicity support that helps them achieve their goals in their respected field. From media placements, publicity tours to red carpet events, MLC PR handles it all with first class professionalism and wholeheartedness.

MLC PR's consistently praised approaches to public relations do more than get the client into the public eye. The firm builds an image around the client and raises their profile, while promoting their clients in countless ways across the nation, and beyond. Labeled as the hottest new PR firm for maximum-impact public relations, MLC PR's cutting edge roster and wide range of contacts throughout the industry unquestionably benefit every new client who joins the family. With the ability, vigor, and charisma needed to appropriately represent the best talent from various divisions within the firm, MLC PR consistently keeps a leg up in the ever-changing industry.

MLC PR takes pride in personal relations that result in infinite success. Whether it be seasoned television and film talent, fresh faced actors just breaking into the business, major label artists looking for their artist's publicity campaign, independent artists determined to make their dreams come true, authors looking to hire a publicist for their new best seller coming out or a new lifestyle product that is bound to be the next hot item, MLC PR handles each client with style. MLC PR has superior contacts, an unparalleled reputation, and a wealth of collective experience to support the entirety of their client's public relations needs.

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[You can find this press release here](#)