



## **Incredible Untold Story – ‘DAWN RAID’ – Announced as Maslow Entertainment’s First Theatrical Release Across Australia.**

**Experience it only in cinemas from January 21, 2021.**

**Sydney, Australia, Friday 4 December, 2020** – In partnership with Universal Pictures Content Group, Maslow Entertainment today announced its first release into Australian cinemas; the inspiring, uplifting and hugely entertaining film, ‘DAWN RAID’. This truly theatrical worthy experience will be shown loud and large on the big screen, as it was meant to be seen, across the country from January 21, 2021.

Brilliantly directed by New Zealand’s Oscar Kightley (known for his performances in ‘HUNT FOR THE WILDERPEOPLE’, ‘THE BREAKER UPPERERS’ and ‘SIONE’S WEDDING’), ‘DAWN RAID’ tells the extraordinary, untold story of the innovative and acclaimed New Zealand music label, Dawn Raid Entertainment and its two founders, Andy Murnane and Brotha D. From humble beginnings selling t-shirts on the streets of South Auckland, this unlikely duo formed a legendary partnership that would defy the odds and connect with audiences across the world.

The film also explores the hidden challenges and struggles buried deep beneath the glamour of chart-topping hits, including rifts between artists, unpaid tax debts, feelings of failure and betrayal ... and the immeasurable musical legacy created in spite of all this. Featuring some of New Zealand’s biggest hip-hop and RnB artists, including Savage, Mareko, Adeaze and Aaradhna, ‘DAWN RAID’ is an emotional, heart pounding celebration of home grown talent that not only gave a voice to its local community, but paved the way for a future generation of artists.

Managing Director of Maslow Entertainment, Marc Wooldridge says “The entrepreneurial energy of the Dawn Raid Entertainment story and the likeability and charisma of its founders, Andy and Brotha D, is utterly compelling. We share their start-up mentality at Maslow, and so it feels very fitting that this is our first theatrical release. This film deserves to be seen on the big screen, and we can’t wait to share it with Aussie audiences this Summer”.

To view the trailer, click here: <https://youtu.be/x5xoxzO9bRQ>

For more information, please contact Carly Cadogan at NIXCo: [carly@nixco.com.au](mailto:carly@nixco.com.au)

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### **About Maslow Entertainment**

Maslow Entertainment is a film distribution and production development company based in Sydney. We aim to contribute to a varied and vibrant film industry across all screens in Australia and New Zealand, by being forward thinking, audience orientated, results driven and a trusted partner for compelling content and creative talent.

### **About Universal Pictures Content Group**

Headquartered in London, Universal Pictures Content Group is a repertoire centre acquiring and producing multi-genre entertainment for distribution across theatrical, home entertainment,

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television and digital platforms on a worldwide basis. Universal Pictures Content Group a unit of Universal Filmed Entertainment Group (UFEG). UFEG produces, acquires, markets and distributes filmed entertainment worldwide in various media formats for theatrical, home entertainment, television and other distribution platforms, as well as consumer products, interactive gaming and live entertainment. The global division includes Universal Pictures, Focus Features, Universal Pictures Home Entertainment, Universal Brand Development, Fandango and DreamWorks Animation Film and Television. UFEG is part of NBCUniversal, one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

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