



Production of Movie to Begin Featuring Stock Car Driver.

A Philadelphia based film and video production company, will begin filming a movie this summer that will follow the career of Professional Race Car Driver and Entrepreneur, Edward DuCoin.

([PRWEB](#)) May 24, 2003 -- MARLTON, NJ -- May 16, 2003 -- Just Wolfe Productions, a Philadelphia based film and video production company, will begin filming a movie this summer that will follow the career of Professional Race Car Driver and Entrepreneur, Edward DuCoin.

The movie will follow Ed DuCoin through every aspect on the road to becoming a professional race car driver. It will give viewers an in-depth look at the business end of the sport of auto racing, the struggle to find sponsorship and how a driver keeps everything in balance, including work and family.

"We believe this film will be of interest to everyone, whether you're a racing fan or not," says Jeff Wolfe, Executive Producer at Just Wolfe Productions. "There is so much that goes on behind the scenes and very few drivers actually make it to the big leagues. We hope to portray a vivid picture of the struggles and pitfalls of breaking into this popular sport."

Says Ed DuCoin of New Edventures Racing, "I have a life-long love of NASCAR and I'm living my dream. The big difference between me and other drivers just starting out is that, at 37, I'm a pretty old guy to be just breaking into racing. While most new drivers are kids, I have my own kids."

"We feel this movie is a unique idea that has not been portrayed before," says Wolfe, who will executive produce and direct the film. "We will examine the difficulties of not only breaking into the sport, but the trials of juggling work and time spent away from family."

Ed is a lifelong entrepreneur who started his first company at age 18 and knows to be successful in the racing business sponsors must yield a positive return on their investment. "We know that we have to beat not only the competitors on the track, but other advertisers such as newspaper, radio and TV for our sponsor's marketing dollar," says Ed. "That's where our unique offering, a guaranteed positive return on investment sets us apart from any other race team I know."

Ed continues, "This movie is also a perfect opportunity for any company that has even thought about motorsports advertising. We still have space available for marketing partners to get in on the ground floor to be featured in the filming."

Please contact Susan Bove, for further information at sbove@newedventures.com or 856-939-8786 or 609-238-3079. Jeff Wolfe can be reached at jw@justwolfe.com or 215-545-6560.



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