



## Traffic Film Finds Traction In Traffic Website

*A group of L.A.-based filmmakers are launching the production of their new documentary -- about automobile traffic -- by generating some serious web traffic. TrafficDocumentary.com tells all about the team's goal to write, produce, and direct an entertaining and enlightening documentary about why the heck traffic "sucks" and what is being done about it. Site visitors can contribute their own traffic stories, shortcuts, and solutions, as well as donate to the film's development fund.*

Los Angeles, CA ([PRWEB](#)) February 23, 2005 -- A group of L.A.-based filmmakers are launching the production of their new documentary -- about automobile traffic -- by generating some serious web traffic.

Brothers Matt and Jordan Valenti, along with their writer/friend Deb Hiatt, have brought their research and fundraising efforts to the public via [www.TrafficDocumentary.com](http://www.TrafficDocumentary.com). The website educates visitors about the team's goal to write, produce, and direct an entertaining and enlightening documentary about why the heck traffic "sucks" and what is being done about it. Site visitors can contribute their own traffic stories, shortcuts, and solutions, as well as read dozens of articles on the topic, from various published sources. They are also encouraged to donate to the film's development fund.

"Mention the word 'traffic' in a conversation and suddenly everyone has something to say. But how much does each of us know about why things are the way they are?" says Matt Valenti, producer. "A commuter sees traffic as endless lines of cars and hours of wasted time. The traffic engineer sees it as a complex network of components designed to enable movement from A to B. Corporations see it as big business while the Traffic Court Judge sees it as an endless stream of infractions. We see it as an opportunity to make a great film. And given the nature of this project, as well as the use of technology in this day and age, a website seemed like the ideal place to start."

Readers have contributed many entertaining stories, such as the case of the pregnant woman who was stuck in traffic so long that she had to use her cat's litter box in the backseat to relieve herself.

As the website attracts more and more visitors, the production team continues its research, interviewing both everyday commuters as well as key political figures who decide how to manage and maintain the country's 3.9 million miles of roads and highways.

As Valenti puts it, "3.9 million miles of roads and highways is equivalent to building an 8 lane freeway to the moon! And yet somehow it's like rocket science to get across town in under two hours. Give me a break! We want to find out what's really going on, and what the future holds."

For more information visit [www.TrafficDocumentary.com](http://www.TrafficDocumentary.com) or contact:

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).