

**FOR IMMEDIATE RELEASE**

**April 16, 2009**



**Winning isn't everything, but wanting to is. Join Partners in Motion and Pounce as they begin production of *Blood, Sweat and Beers*.**

*Blood, Sweat and Beers* is a 60-minute documentary that gives you a no-holds-barred, full access pass to the men, wives, girlfriends, children, bosses and fans of the Bentley Generals, an Alberta AAA hockey club. Smart, real, funny, heartfelt and full of grit and passion, *Blood, Sweat and Beers* is a uniquely Canadian look at life's hardships and great stories. And of course, hockey.

Partners in Motion, a Regina-based, Emmy Award® winning production company, has teamed up with Co-Production partner Pounce, known for its innovative visual storytelling, and is now in full production of this edgy but inspiring story of the Bentley Generals Hockey Club. Executive Producer, Ron Goetz and Director, Eppo Eerkes are also pleased to announce that broadcasters TVO and SCN have committed to this project.

**About Partners In Motion:**

Partners In Motion is an Emmy Award® winning, full-service media production and distribution company that balances national and international documentaries, docudramas, co-productions, corporate work in film and video production, and standard and high-definition television series as well as multimedia and digital animation. The company has produced over 300 hours of programming, which is broadcast in every major territory throughout the world.

**About Pounce:**

Pounce is wholly owned by Creative Producer/Director Eppo Eerkes, who continues to pursue his dreams of sharing unforgettable people, places, and stories with the world through his production company. A master of documentaries and seeking out the truths that run underneath all things, Eppo's ability to get to the real life heart of the matter is unparalleled.

Come join the team this season and experience life with the "gloves off".

***Blood, Sweat and Beers.***

Sometimes, the sacrifices you make off the ice are the hardest ones of all.

**NEWS UPDATE: Congratulations to the Bentley Generals for winning the 2008-2009 Senior AAA Canadian Men's Hockey Allen Cup!**

**For more information contact:**

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