



For Immediate Release

The Britfield Movie: Redefining an Industry

Rancho Santa Fe, CA 8/1/2023. With Hollywood teetering on bankruptcy, a consistent catalogue of deplorable films, and the continuation of toxic storylines, when will the film industry realize the need for clean, family focused content—their largest attending audience. The overaggressive violence, an emphasis on the supernatural, and the repugnant push of agendas shows how disconnected Hollywood is from reality and what the public really wants. The current writers and actors' strike is a clear indication of a system ready to collapse. While movies are an effective way to influence the hearts and minds of a culture (\$25.9 billion in 2022), there is a vastly underserved domestic and global market for family entertainment (an 80% gap), which will expand in scope and content over the next decade: action, drama, comedy, and romance.

Welcome to the **World of Britfield**: A global brand and media empire that is impacting education, literacy, and literature while bringing encouragement to children and families worldwide. With record sales and exceptional feedback (2019-23), *Britfield* is positioned to become a global phenomenon. Rarely has there been a book series that creates its own unique category, a cross between Charles Dickens and Ian Fleming, while removing common literary devices such as mythology, superpowers, and witchcraft. Reading *Britfield*, teenagers and adults connect with genuine characters and authentic situations. The locations are real, and the history is accurate. This type of writing breaks the fourth wall of fiction, reaching the hearts and minds of all demographics.

Since the August 2019 release of *Britfield & the Lost Crown*, its impact has been seen globally, not just in retail but schools and education. The youngest reader is 7 years old, and the oldest reader is 93, with adults contributing 50% of the audience. Children, teachers, and parents worldwide enjoy the action-packed pages while learning about culture, geography, and history. Mentioned as a combination of C. S. Lewis and Dan Brown, it's been said *Britfield* is "up there with the *Lord of the Rings*." However, fantasy was replaced with realistic circumstances in a world people can relate to. Escapism has been transformed into realism. One of the most awarded books in fiction, family, friendship, and courage remain the driving themes.

With an eighty percent industry gap for family entertainment, *Britfield* is in a category of its own, reminiscent of an era of exciting movies, such as *Raiders of the Lost Ark* (1981), budget \$20 million and box office \$390 million; *Home Alone* (1990), budget \$18 million and box office \$476 million;

Home Alone II (1992), budget \$28 million and box office \$359 million, both masterfully directed by Chris Columbus; *Elf* (2003), \$33 million budget and box office \$225 million; and *National Treasure* (2004), \$100 million budget and box office \$347 million, and *National Treasure: Book of Secrets* (2007), \$130 million budget and box office \$459 million. All were massively successful, both critically and financially, appealing to a global audience.

While movie budgets seem to be escalating, the quality of content is diminishing, producing major box office failures. The increasing discrepancy between a movie's budget and gross ticket sales is also shrinking. Given that P & A is usually another half of the film budget (*not included in box office results*), and that a movie must gross between 3-5 times its budget to make a profit, the industry is sinking fast. Even the highly entertaining seventh installment of *Mission Impossible—Dead Reckoning* will struggle to recoup its original \$293 million dollar budget, once print and advertising is deducted, theaters receive 50%, and 15-20% goes to the distributor.

The *Britfield & the Lost Crown* series is unique for the film industry as it does not rely on heightened fantasy, demigods, or superheroes. Based in current time and using authentic locations, the real-life story creates a new category of live-action family adventure. Devonfield intends to develop each *Britfield* novel (7) into a feature length motion picture, including *Britfield & the Rise of the Lion*, Book II, which takes place in France; and *Britfield & the Return of the Prince*, Book III, taking place in Italy. Based on the 3-Act movie structure, the *Britfield* series is specifically designed and written for movies, with 90% of feedback indicating that the stories would make wonderful films.

The first of seven books, the *Britfield & the Lost Crown* movie has been in development for eighteen months, assembling the right team and preparing the industry for a major paradigm shift. In December 2022, Devonfield initiated the movie script by screenwriter Rick Rapier, whose work has been praised by Paramount Pictures, Marvel Studios, and Walden Media. Several Oscar and award-winning directors, cinematographers, and editors are being considered, along with top British actors for the main and supporting roles, such as Detective Gowerstone, Professor Hainsworth, and Mr. and Mrs. Grievous. The lead characters of 12-year-old Sarah Wallace and Tom will be played by two up-and-coming young actors, not yet announced.

A clear indication of the public's need for family content with redeeming qualities was exemplified by *Top Gun: Maverick* (2022), which grossed \$1.5 billion on a \$175 million budget. Even *The Super Mario Bros. Movie* (2023), \$1.350 billion box office on a \$100 million budget, shows the worldwide necessity for family movies. Filling this massive gap, *Britfield* could set box office records. Pre-production is tentatively planned for spring 2024, followed by principal photography in England and Eastern Europe in the fall of 2024. Global release could be as soon as December 2025. Based on industry research, *Britfield* is projected to become one of the most successful films in cinematic history, rivaling the original *Star Wars* (1977), *The Lion, the Witch, and the Wardrobe* (2005), *Night at the Museum* (2006), and even *Harry Potter* (2001-2011).

Lauren Hunter
Devonfield Publishing
Director of Media
media@Britfield.com

This Generation's Book Series