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NEWS RELEASE

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**7-YEAR-OLD COLLIERVILLE RESIDENT
LANDS ROLE IN UPCOMING MOVIE**

*JaKobi Alvin beat out hundreds of other kids to get
role in "Changing the Game"*

MEMPHIS, Tenn. (June 2, 2011) -- JaKobi Alvin is good at many things. Now, he can add acting to his growing list of accomplishments. JaKobi, 7, competed against hundreds of other youngsters for the role of Young Darrell in the soon to be release movie, "Changing the Game." The film, cast and shot in Philadelphia, was the first acting role for the Sycamore Elementary School second-grader who enters the third grade this August. Now, he doesn't intend for it to be his last. He has been bitten by the acting bug.

JaKobi's father, Ellis talked him into trying out after hearing about the movie from a his co-worker. "My dad made me be interested," said JaKobi. "It took me a long time but I said yes." He said the experience was great and he learned that you really must have passion for acting. JaKobi has passion: "I want to be famous," he says.

This school year, 2010-2011 has been a good one for JaKobi who won Second Place in his school's Chess Contest this spring. An honor roll student, he counts reading, football, basketball, soccer, his PlayStation 3 and his friends among his favorite things.

JaKobi's role of Young Darrell is the youthful version of Darrell Barnes, the main character in the movie played by actor Sean Riggs ("Stomp the Yard)." Through education and hard work, Darrell escapes the bleak streets of North Philadelphia to become a shining star in the lucrative world of high finance on Wall Street. However, he soon finds that the white-collar world is just as dangerous as the neighborhood he left behind.

A Fisk University alum who also attended the University of Boston Graduate Film School, Rel Dowdell is writer and director of "Changing the Game," his second film. His first film, "Train Ride" won critical acclaim and the 2005 Best Feature at American Theatre of Harlem Film Festival. Its Sony Pictures DVD was among Amazon's top-ten list for best-selling African American films in 2006.

Filmed in April 2010 and slated for a 2011 release, “Changing the Game” completed post-production in May. In addition to Riggs, other cast members include Tony Todd, Kirk “Sticky Fingaz” Jones and Irma P. Hall.

Who was JaKobi’s favorite person on the set? “Myself and my older self, Sean Riggs,” said the budding young actor.

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