

Cherie Blair CBE, QC, takes Executive Producer role on THE ROCK PILE

London, Wednesday 19 June – London-based film producer Joejack Entertainment announces it has brought in Cherie Blair as Executive Producer on its feature film THE ROCK PILE.

In her role as Executive Producer, Cherie is actively advancing THE ROCK PILE on the world stage and this will be her first EP role on a film.

Cherie Blair and her husband, former British Prime Minister Tony Blair, have dedicated much of their time to promoting peace in the Middle East since leaving office. Cherie Blair commented: “Given my own Foundation's work in Israel and Palestine, and Tony's work on the Middle East Peace Process, we are deeply aware of the human cost of the conflict and the benefit of bringing stories about the reality on the ground to a global audience. Stories like THE ROCK PILE can alter people's understanding, foster engagement and ultimately trigger action for change.”

Directed by John Deery (*Conspiracy of Silence*) and written by David McBrayer (*Beat the Drum*), the film will be produced by Deery for Joejack Entertainment, McBrayer for Z Productions LLC and Haim Mecklberg for 2-Teams Productions (*Sand Storm*). The other executive producers are Charles Moore (*Lady In The Van*), Gabriela Christian-Hare (*Jackie & Ryan*), Rick McCallum (*A United Kingdom*), Mark Foligno (*The King's Speech*) and David Yelland, a former Editor of *The (London) Sun* and Deputy Editor of the *New York Post*.

Deery said: “I am delighted Cherie has come aboard as EP. Her knowledge of the region and her ability to harness support for the project have been invaluable. THE ROCK PILE goes to the very heart of one of the world's most intractable and emotive of struggles – the Israeli-Palestinian conflict. I have been fortunate to surround myself with some great talent to help bring my vision to the screen for this timely and important film.”

THE ROCK PILE tells the story of journalist, Bob Hastings, a TIME Magazine war correspondent. Following traumatic events both at home and in the Middle East, Bob is reassigned to Jerusalem. In this divided city he finds his own redemption and a sense of reconciliation when he uncovers a story of three young boys of different faiths who are brought together through football. Ignoring the age-old prejudices of their families, the boys become friends, but an unforeseen twist changes their lives forever. Moving, heart-warming, and with humour, THE ROCK PILE will resonate far beyond its geographical setting and does not take sides in the conflict. The story is an English language film and is movingly told through the eyes of young children – the future generation in a war-torn region.

The film will shoot on location in Israel and New York.

Worldwide rights for the film are currently available.

For further information:

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Notes to editors:**Cherie Blair CBE, Executive Producer – www.omniastategy.com**

Cherie is a CBE, QC and a leading barrister with over 35 years' experience in arbitration, mediation, public international law, human rights, employment law and European Community law.

Cherie is the Founder and Chair of the pioneering law firm Omnia Strategy where she focuses on cross-border dispute prevention and conflict resolution. Cherie's strategic insight is much sought after and among her clients she counts over 30 governments as well as numerous multinational corporations, two former Heads of State and high profile charities. In 2012, Cherie was designated to serve on the World Bank's prestigious ICSID panel of arbitrators and she continues to practice daily in the fields of arbitration, mediation and litigation. She sits as an Honorary Chair of the World Justice Project. She is an adviser to "B Team," a not-for-profit initiative formed by a global group of leaders, to be a driving force for social, environmental and economic benefit.

Cherie is a committed campaigner for women's rights. She set up the Cherie Blair Foundation for Women in 2008 to help women build small and growing businesses in developing and emerging markets so that they can contribute to their economies and have a stronger voice in their societies.

She is married to Tony Blair, the former British Prime Minister.

John Deery: Joejack Entertainment – www.joejackentertainment.com

Deery is an award-winning Irish/British film director, who established his film production Joejack Entertainment based at the iconic Twickenham Studios (London, England). He began his career as an actor working in theatre and television and started in the film industry as a runner on commercials working with many top directors. He attended the UK's prestigious National Film & Television School.

Deery's first feature film, *'Conspiracy of Silence'*, which he wrote and directed, stars Academy Award-winner Brenda Fricker (*'My Left Foot'*), Hugh Bonneville (*'Paddington'*, *'Downton Abbey'*) and Chris O'Dowd (*'Bridesmaids'*). *'Conspiracy of Silence'* was developed at the Sundance Screenwriters' Lab and is a well-reviewed film, winning the National Board of Review's Freedom of Expression Award, shared with Michael Moore for *'Fahrenheit 9/11'* and Mel Gibson for *'The Passion of the Christ'*. Jeffrey Lyons of WNBC/ New York called the film "Extremely powerful and superbly acted." He won the prestigious Hartley-Merrill International Screenwriting Award and was nominated for Best Film Director at the Irish Film and Television Awards.

For British television he has directed two 90-min 'specials' of the popular comedy-drama series, *'Fat Friends'*, starring Alison Steadman, Ruth Jones and James Corden; a feature length episode of *'The Brief'*, starring Alan Davies; and a 2-hour prime-time television film for the ITV network, *'If I Had You'*, starring Sarah Parish – which received excellent notices and achieved impressive viewing figures. He is co-creator and producer of the No.1 children's animation series, *'Underground Ernie'*, for BBC.

David McBrayer: Z Productions LLC

David McBrayer wrote and produced the acclaimed feature film, *'Beat the Drum,'* winner of over thirty-four international awards including the Montreal World Film Festival Zenith D'Or/Gold Award, the Monaco International Film Festival Angel Award for Best Feature Film, the Palm Springs International Film Festival Best of the Fest Award, and the HBO Best Feature Film Award at the New York Urban World Film Festival. *'Beat the Drum'* is repped by Sidney Kimmel International and distributed worldwide by MGM.

David Yelland: www.kitchentablepartners.com

David Yelland, the Founder of Kitchen Table Partners, is one of the most experienced senior level communications advisors in the world.

His clients include many leading people in their field – in businesses across all sectors – in the UK, the United States and elsewhere in the world.

David has 15 years experience in the industry, first at two of the world's leading communications companies: Brunswick Group LLP, where he was a Partner for nearly nine years, and Weber Shandwick, where he was Senior Vice Chairman in the UK and Ireland for two years - and since 2015 at his own firm.

He also had a successful 18-year career in journalism, starting on a small weekly newspaper in England and culminating in being made Editor of The Sun, the world's biggest selling English language daily, at the age of 35. He was Editor for five years.

David was previously both business editor and later deputy editor (the number two post on the paper) of the New York Post. He lived in the United States for seven years.

He is an Alumnus of the Harvard Business School: completing the Advanced Management Program in 2003. David is a Life Patron of the NSPCC and a Trustee of Action on Addiction, a major British charity. He has also written a novel, published by Penguin Books in 2010.

Haim Mecklberg: 2-Team Productions - www.2teamproductions.com

International award-winning Israeli film and TV producer Haim Mecklberg founded 2-Team Productions in 2004, after 7 very successful years as a partner in HLS. While studying in The Department of Film at Tel Aviv University, Haim began his career as a scriptwriter for a docu-drama commissioned by the Israeli Broadcast Authority and moved on to write and direct dozens of commercials and PSAs. Haim began his feature film career as an AD and Line Producer for both Israeli and American films. In 1992 he produced his first feature film *'All I Know Is'*. Since then he has produced mainly feature films and documentaries.

2-Team Productions is one of the leading film production companies in Israel, and its main focus is cross-over feature films – films with highly artistic content, yet outstanding audience appeal. Films have both participated and won prizes in major international film festivals and were sold and distributed worldwide by reputable companies such as Films Boutique, Beta Cinema, Samuel Goldwyn, Pyramide International and Memento. Awards include Best Film from the Israeli Academy Award, Official Selections at Toronto and Cannes, Berlinale, Audience Awards in Venice and Locarno. His most recent film *'Sand Storm'* had its world premiere at the Sundance Film Festival 2016 where it won the Grand Jury Prize in the World Cinema Dramatic category, was in competition at Berlinale in February 2016 where it had its European premiere, won six Israel Film Academy Awards, including Best Film – becoming the Israel entry to the Foreign Language Oscar category.