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## **The Ninja Fights For The Good Cause**

Director and star of the upcoming action Aussie flick THE NINJA, Rob Baard, has finalized a deal in which 10% of his personal producer's profits from the film's theatrical revenue will be donated to the Christopher and Dana Reeve Foundation and also support and raise awareness of some of Australia's leading charities.

Rob has chosen The Christopher and Dana Reeve Foundation as a beneficiary of its profits in an initiative to keep the alive the hope of the foundation finding a cure for paralysis.

As a young boy Rob, like many had been inspired by not only the character, but all the values that Christopher Reeve's portrayal as Superman had stood for.

To those unfamiliar with the origins of the character, Superman was created in 1932 by teenage boys, Jerry Siegel and Joe Shuster, who used the character to inspire hope and inspiration during a time when global communities were facing war, depression and financial crisis.

And it is these themes of global financial uncertainty, disadvantaged families and homelessness that much of THE NINJA's screenplay deals with.

In the storyline, the lead character, The Ninja, rises in a time of global recession to deal with issues including homelessness and the media's influence in shaping our perceptions of circumstances.

A major theme of the film focuses on "Human Inner Strength" and an individual's ability to positively channel their energy to make a difference.

This particular topic of "inner strength" can be related back to Christopher Reeve who, as a young man, inspired hope and a sense of faith that anything was possible.

Through his iconic portrayal of Superman, Christopher also taught an entire generation everywhere, the value of having morals and a sense of what is right and wrong.

THE NINJA will be dedicated to the memory of Christopher Reeve and in addition to the donation being made to his foundation, a number of additional fund-raising initiatives are planned to benefit Australian charities.

A half- day will be set aside during the film's key shooting in a shopping centre for a specially organised media day and special fund-raiser to raise funds and donations for a charity that supports homelessness and the less fortunate, which are also central themes in the film.

The films producers are currently in discussions with local Australian charities that deal with those less fortunate, and it is because of these parallels with the film that the production company wants to support a local charity.

Rob intends to use film and story telling as well as the co-ordinated media day as an opportunity to reach out to the community, stating that, *"Through film we have a chance to reach a mass audience and hopefully inspire everyone to realise that through a little contribution from each other, we can make a real difference within our community and achieve something special along the journey. It is important that we support these organisations in our country that are continually assisting people less fortunate than ourselves."*



**For further media information about the film contact:**

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NOTES: For information on the Christopher Reeve Foundation, visit: [www.christopherreeve.org](http://www.christopherreeve.org)

## **Film Synopsis**

Three months after the murder of Global Tech CEO John Carpenter, a mysterious package is delivered to his assistant, Jenn Summers (Tania Zaetta).

On the same day, two police officers are murdered while investigating a broken down post office van. Assuming the officers identities, the murderers take with them only the delivery information of Jenn's package.

Rob Reeve (Rob Baard), a civilian who emerges from the shadows, helps her escape certain death, leading them into a deadly race against time - a race to prove that they have been framed and to save their own lives.

In a fight against a corrupt company CEO, crooked cops and a group of deadly ninja assassins, Reeve and Jenn can only turn to Detective Matthew Reynolds (John Wesley Shipp), who is hell-bent on discovering the truth. These events leave them all wondering; who decides what's right and when it becomes wrong and who decides the law?

Find out in this hard hitting explosive thrill ride as real life ninja warrior Rob Baard & Aussie action girl Tania Zaetta team up in the action packed film THE NINJA. Fans of films like THE BOURNE IDENTITY will love THE NINJA.

## **Shooting date**

The production is currently finalising international sales agents. Following confirmation, an announcement regarding pre production dates will be made shortly after.