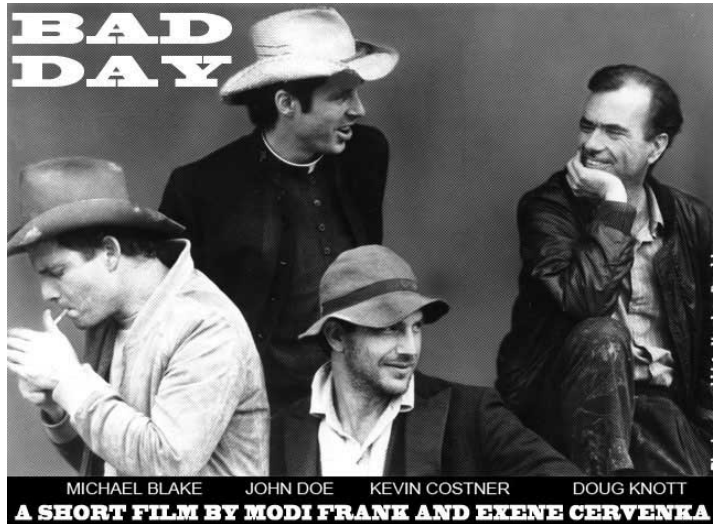


MAD Ink, PR

FOR IMMEDIATE RELEASE



THE QUEEN OF PUNK - EXENE CERVENKA CO-WRITES & PHOTOGRAPHS INDIE SHORT WITH AWARD WINNING DIRECTOR MODI FRANK

MODIVATION FILMS RELEASES SILENT WESTERN SHORT VIA THE WEB WITH DIGITAL DOWNLOADS

PORTION OF VIEWER PROCEEDS TO BE DONATED TO GULF OIL SPILL RELIEF FUNDS THROUGH COMMITTEE FOR PLAQUEMINES PARISH

(LOS ANGELES, CA – July 20, 2010) – Early Punk goes Cowboy! Almost 25 years after it was filmed, the Queen of L.A. Punk, **X** singer **Exene Cervenka**, and music video director **Modi Frank**, known for her groundbreaking music videos such as “Mountain Song” by Jane’s Addiction, present their previously unreleased cowboy satire “**Bad Day**” featuring legendary **X** front man **John Doe**, Grammy Award winner **Dave Alvin**, Oscar-winning writer **Michael Blake**, and with a comedic performance by Academy Award winner, **Kevin Costner**.

“**Bad Day**” boasts an inspired cast of legendary Los Angeles musicians, writers and actors at a “secret” shooting location in Chatsworth, California. This short silent film, photographed and co-written by **X**’s **Exene** and directed by award-winning filmmaker **Modi Frank**, is a 20-minute tribute to the early days of the one-reel Westerns. The film blends **Exene**’s love for black & white films, with old fashioned title cards, western sets, and Modi’s vision of capturing local talent having a very unusual day in a small pioneer town, with an elegant, poignant soundtrack by Grammy Award winning singer-songwriter **Dave Alvin** along with **X** and Knitters drummer **D. J. Bonebrake**. Some might ask, why film a black & white, silent western? “For fun,” exclaims the punk queen, “It was a blast to write, envision and then film. We have talented friends, all up for a project, and we froze a moment in history. It was one of the best times Modi and I have ever had.”

Now available for the first time as a digital download, at www.baddaymovie.com, viewers will be able to “pay” whatever they choose for the download in order to view “**Bad Day**”. A portion of the proceeds from “**Bad Day**” are going to Gulf Coast aid organizations that will help both those people directly affected by this disaster and the precious wetlands of the Gulf coast area. The non-profit *Committee for Plaquemines Recovery* can be reached through www.cprrebuilds.org. In regards to their co-star **Kevin Costner**, who spent millions of dollars over the last decade to develop centrifuge clean-up machinery for just these types of oil spills, both women say, “We are both so proud of Kevin and grateful for all he’s doing to help in the Gulf.”



Although filmed back in 1986, **Exene** and **Modi** have both kept this work in their hearts and minds for over two decades, “We’ve talked about releasing “**Bad Day**” over the years, but now with the internet we have control over distribution with digital downloads. We want the world to see it and enjoy.” **Modi’s** award-winning comedy short films have been seen at film festivals around the world and her music videos, documentaries and various digital projects have garnered many awards, but she is best known for her directing music videos for Henry Rollins, Jane’s Addiction, L7 and The Smashing Pumpkins.

Also appearing in “**Bad Day**” are artist-photographer **Peter Haskell**, Los Angeles poet **Doug Knott**, and **Chris (Chris D) Desjardins**, lead singer and founder of the seminal Los Angeles punk/ band The Flesh Eaters. The role of “Little Mae” is played by **Jenny Aust**, step-daughter of rock critic Chris Morris. Chanteuse **Julie Christensen** from the band Stone Cupid, known for her collaborations with Leonard Cohen, Together, Exene and Modi’s friendship changed their lives forever. **Modi** recalls that, “in a weird way, that’s what the core of film is about, how one moment in time can change someone life’s forever.”

For more information, contact:

MAD Ink, PR

Melissa Dragich-Cordero
melissadragich@aol.com
p. 310.547.1212
www.madinkpr.com

Michelle Gutenstein-Hinz
Michelle.Gutenstein@me.com
p. 862.368.6576

To download the film, photos and more info, go to: www.baddaymovie.com