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Contact:

Joanne Forster

310.498.7585

joanne@mojoprgroup.com

**Rare Bird Films' Documentary *Happiness*, Directed by Andrea Blaugrund Nevins,
to be Featured as Season Premiere of HBO Sports' Series
*State of Play***

*"Happiness" documentary examines the emotional impact of retirement on three NFL
superstars, Brett Favre, Tiki Barber and Wayne Chrebet, through the lens of
neuroscience and Positive Psychology*

*"State of Play" roundtable discussion, moderated by series executive producer, Peter
Berg, to feature Michael Strahan, Marcus Lutrell & renowned happiness expert Shawn
Achor*

LOS ANGELES, Calif. – November 11, 2014 -- Rare Bird Films and SMAC Entertainment announced today that its film, *Happiness*, will serve as the centerpiece of the season premiere of HBO Sports' acclaimed documentary series, *State of Play*, executive produced by Peter Berg and Sarah Aubrey. Featuring Brett Favre, Tiki Barber, and Wayne Chrebet, the film examines what happens to the hearts and minds of athletes when they retire. Written and directed by Andrea Blaugrund Nevins, and produced by Cristan Crocker Reilly of Rare Bird Films, and Michael Strahan and Constance Schwartz of SMAC Entertainment, *Happiness* is scheduled to begin airing on November 18th.

Immediately following the broadcast of *Happiness*, will be a 30-minute round-table discussion on the topic of post-career happiness, moderated by Peter Berg, featuring the real "Lone Survivor," Navy Seal Marcus Lutrell, Pro Football Hall of Famer, Michael Strahan and one of the world's leading happiness experts, Positive Psychologist, Shawn Achor.

"It was an honor for us to work with Michael Strahan and the *State of Play* team to bring to life the issues athletes face when they retire," said Nevins, co-founder, writer and director, Rare Bird Films. "Although the film follows former NFL players, our intention is to shed light on the emotional and psychological passage we all go through when an identity-defining life experience ends. We are so excited to share this story with the HBO audience."

Strahan said about the piece, "Anyone who has left a job that defined their every waking moment goes through a shock when that experience ends, just as I did. The issue of retirement and second chapters is a pivotal one, not only in my football community, but many other groups. I take great pride in the stories my friends, Brett, Tiki and Wayne shared with Nevins and Reilly in this meaningful HBO film. It sheds light on a transition that people have never really talked about in this way -- honestly, but also positively, which is important to me."

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"It has been a great pleasure working with Cristan and Andrea. They are passionate, driven, authentic, and uncompromising filmmakers. Andrea has directed a beautiful film that really speaks to my mission with *State of Play*. I hope that *Happiness* is the first of many projects we work on together," said Berg.

Rare Bird Films founders, Andrea Blaugrund Nevins, an Academy Award nominated documentarian, and Cristan Crocker Reilly, conceived the idea for *Happiness* after hearing Strahan's moving stories about NFL players in retirement at a chance meeting. So many floundered or failed after their superstardom, he told them. Nevins and Reilly wanted to explore why, and they approached Strahan to partner with them on a documentary about how to create a meaningful second chapter for professional athletes.

About *State of Play: Happiness*

In *Happiness*, Rare Bird Films examines what happens to the hearts and minds of athletes when they retire. With interviews from leading neuroscientists and researchers in the burgeoning field of Positive Psychology, the film is an intimate glimpse into the lives of Brett Favre, Wayne Chrebet, and Tiki Barber as they transition from NFL Superstar to the next chapter of their lives. The film was executive produced by Rare Bird Film's Reilly and Nevins, as well as Strahan and SMAC Entertainment's Constance Schwartz.

About Rare Bird Films, LLC

Rare Bird Films was hatched in 2008, when longtime friends, Andrea Blaugrund Nevins and Cristan Crocker Reilly set out to create entertaining, life affirming, joyful, sometimes comic documentaries. Their first project, ***The Other F Word***, a film about punk rock icons growing up and living the very lives they once disparaged, was released in 2011 in Europe and the U.S. where it earned rave reviews, a successful run on Showtime, and is currently being adapted by Jason Segel and Drew Pearce into a feature film for FOX. Rare Bird Films is currently in production on two additional films – ***Our Name*** which tells the story of the relationship between the once reluctant football player, NFL great, Tony Gonzalez, and his brother Chris, whose dream was to play football as only his brother could; and ***Q***, a film about music impresario Quincy Jones through the eyes of his daughter, actress, writer, and producer, Rashida Jones.

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