Thanks for your interest in *Hell and Mr. Fudge*. You are receiving this email newsletter because you have requested information about the movie's distribution to theaters or its availability for purchase on DVD.

This newsletter will be updated as progress warrants.

**Newly added content will appear in blue type.**

<Back to top>

**Release dates**

No additional new information regarding theatrical and DVD release dates is available at this time.

Some websites have listed the release date as July 7. Others say "first quarter of 2012." This spurious information was not authorized by the production company. Unfortunately, correcting inaccuracies on the Internet can be a long and slow process.

To clarify, *Hell and Mr. Fudge* has not yet been released anywhere, either in theaters or on DVD. There have been a handful of private
screenings. These will continue as part of the marketing strategy.

This newsletter will keep you updated with accurate information.

Test markets

Currently under consideration:

Chattanooga
Dallas
Houston
Oklahoma City
Portland, OR
Seattle

If you have suggestions for additional test markets, please email Jim Wood at jww@me.com.

Franklin, TN (October 1)

Kudos to Doug Smith, who did such a great job organizing the project in the Nashville area! Thanks, too, to Pastor Bobby Harrington of the Harpeth Community Church, who generously agreed to the use of his facility for the Nashville-area screening of Hell and Mr. Fudge.

More than sixty guests showed up, despite inclement weather and the threat of tornadoes in the region. The post-screening questionnaires were somewhat of a mixed bag, with the vast majority giving the movie high marks.

It was a friendly audience, where most viewers favored Edward Fudge's views on hell. Others were unsure where they stood. And there were some who clearly maintained the traditional view of eternal torment.

Here are some of the written comments:

- "It's a thought-provoking presentation that encourages further
examination."
- "Thoughtful, challenging, and well-made."
- "Must process and pray."
- "I am always open to the truth. I want to know what both sides base their ideas on in more detail."
- "Well done - great springboard for discussion."

Naperville, IL (September 29)

Sincere thanks to Shon Smith, pastor of the Naperville Church of Christ, for hosting the screening of *Hell and Mr. Fudge* in this western suburb of Chicago. Fifty-five invited guests - some of whom drove 2.5 hours to get there - viewed the film and turned in their post-screening questionnaires.

Their rating of the film was generally very positive, but additional written comments were especially insightful.

Two or three viewers would like to have seen a more thorough, deeper treatment of the doctrinal/biblical issues. Others indicated that while they did not agree fully with the doctrinal position presented in the movie, they planned to study the topic further.

St. Helena, CA (September 2 and 5)

On both dates *Hell and Mr. Fudge* played to a full house in the historic Cameo Theater. On Wednesday night, the 5th, extra chairs were set up in the aisles and late-comers were turned away. Total attendance exceeded 250.

Here's a sampling of viewer comments:

- "This film is fabulous. It held my attention all the way through."
- "Very informative, spell binding movie for all people."
- "Fantastic - humor mixed with truth & excellent acting!"
- "This was a spiritual, uplifting movie. I would highly recommend it."
- "This is a far more interesting and compelling film about Christianity than "Courageous," which somehow feels the need
to make its protagonists like action figures."
- "Great movie. Very enjoyable. It will appeal to the churched - but, it could open some doors as is to the unchurched."
- "I grew up Catholic and I always had this belief that if God loved us so much, how could he allow us to burn in HELL. This movie was reconfirming of my beliefs since I was a child. I have never been able to prove that notion and this movie is very confirming in that which I can't wait to share with my family and friends."

Lubbock, TX (July 8)

Sixty clergy and administrators met at the Monterey Church of Christ in Lubbock, TX, for a private screening of Hell and Mr. Fudge. Hosted by senior pastor Barry Stephens, the group included the Roman Catholic bishop of Lubbock, representatives of several Church of Christ congregations, pastors from Baptist, Methodist, and non-affiliated churches plus several faculty members from Lubbock Christian University.

The purpose of the screening was to enlist support for a theatrical release of the film in Lubbock as part of the producers' test-marketing plan. Overall response was positive, with most pastors indicating their willingness to encourage their congregations to see the movie.

Initial contact has been made with a local theater, but negotiations are not yet complete for a September run.

The next focus of the test-marketing plan: Chicago. Watch this space for updates.

<Back to top>

Too Hot to Handle!

While the audiences at the most recent test screenings have been friendly and often enthusiastic about the movie, most clergy invitees have not come. In the Chicago area, for example, over 400 invitations were sent by email. Scores of faxes were sent and hundreds of phone calls were made to support the invitations. But only a handful of ministers came to the Naperville screening.
A friend in the area recounted his experience when he tried to extend the invitation to those within his circle of influence. "I'm sorry to say that the consistent response is that the subject is a little too hot to handle and there is hesitancy to make any announcements about it."

"The same resistance portrayed in the film appears to be ongoing in real life. One response I received was 'Why would we give this unsustainable, radical position a mouthpiece in our community?'"

Plans are now underway to go "over the heads" of local clergy who oppose the movie, directly to church members and non-members. If you would like to be involved in planning and supporting a theatrical release in your area, please send an email to jww@me.com.

<Back to top>

### Hell: A Final Word

"Does the Bible really teach that God will finally keep people alive forever in hell just to suffer torment that never ends? If that is not what the Scripture teaches, is it not a slander against the heavenly Father almost too heinous to describe?" (Edward Fudge in Hell - A Final Word)

You will appreciate the clear, engaging style and the powerfully persuasive content of Edward Fudge's most recent book. Click here to order it now for just $13 plus shipping and tax where applicable.

<Back to top>

### Reports and Opinions

(09-20-2012) **Adventist Review** Seventh-day Adventist weekly magazine features the movie and the stories behind it

(09-13-2012) **The Optimist** Abilene Christian University student
publication featuring the movie and an interview with the real Edward Fudge

(06-26-2012) **Patheos** Stories of hateful fundamentalists coming to a theater near you

(06-19-2012) **Urban Christian News** Young preacher's contradictory view of hell

(06-16-2012) **Endless Hell Ended** The most important movie of the year?

(06-14-2012) **The Charlotte Observer** "Hell and Mr. Fudge" film shows preacher's struggle

(06-11-2012) **Athens Plus** "Hell and Mr. Fudge" a lasting impression

(06-10-2012) **Decatur Daily** The Fudge factor

(06-06-2012) **News Courier (Athens, AL)** "Hell and Mr. Fudge" premieres

(06-06-2012) **The Huffington Post** Southern preacher's trip to hell and back

(06-05-2012) **Religion News Service** "Hell and Mr. Fudge" promo

(06-05-2012) **The Washington Post** Film traces southern preacher's trip to hell and back

(06-01-2012) **AL.com** "Hell and Mr. Fudge" raises burning questions

(05-14-2012) **AL.com** Athens to show "Hell and Mr. Fudge"

Donate

The production of *Hell and Mr. Fudge* was made possible by donations from people like you -- people who want to share the truth about the character of God and His plan for the eternal future.

You can partner with them by helping to support the distribution phase of this project. Your tax-deductible donation, large or small, will
be designated specifically for the test-marketing, advertising, and promotion of *Hell and Mr. Fudge*.

Click here to donate

<Back to top>

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<Back to top>

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