

# OFFICE OF THE MEDIA CONSULTANT

## TO PRINCE TONYE PRINCEWILL

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PRESS RELEASE

### **KAJOLA THE MOST EXPENSIVE FILM EVER MADE IN NIGERIA PREMIERED AT THE SILVER BIRD CINEMA ABUJA ON 30TH JULY, 2010 – PRINCEWILL BEGS GOVERNMENT, CORPORATE NIGERIA TO INVEST IN NOLLYWOOD AS A PANACEA FOR ARRESTING THE MALAISE OF UNEMPLOYMENT**

Kajola the most expensive movie ever made in Nigeria premiered at Silver Bird Cinemas Abuja on 30th July successfully despite the absence of the bigwigs expected to grace the epochal making event due to the success of the Super Falcons at the on-going U-20 Female World Cup where most of the Special Guests have travelled to cheer our great Team to victory. Those whose absence nearly marred the event includes Her Excellency Dame Patience Jonathan the nation's first lady, His Excellency, Rt. Hon. Chibuike Amaechi, Rivers State Governor where the two Producers of the movie hail from (Adonijah and Princewill) and of course Prince Tonye Princewill the indefatigable former AC Leader and great admirer of the Nollywood industry. Though ably represented, the presence of these great Nigerians and lovers of the Industry would have added extra glamour to the event. Adonijah Owiriwa while lamenting their absence expressed happiness that their mission to Germany to cheer our female Team was a demonstration of patriotism and love for our country and thank God that they have become part of history as the Super Falcons has become the first African Team to qualify for any FIFA organised Tournament. I am happy that they are duly represented but I must specially congratulate my co-Producer of this great movie Kajola, Prince Tonye Princewill as the success of the Super Falcons can be linked to him because without his great instinct and foresight to warn President Jonathan Goodluck of the dangers a ban by FIFA on all our teams would bring if he fails to rescind his earlier threat, this joy occasioned by the outing of the Falcons would have not happened. Thank

God we have a listening President who heeded the warning of people the great Prince of Niger Delta Politics and other well informed and patriotic Nigerians, without which the history our female team has made in Germany would have been elusive.

Prince Tonye Princewill one of the Co-Producers of the movie who was monitoring the event on a minute by minute basis expressed his regret by phone for being absent for an event he had invested much energy and suffered sleepless nights for. "Due to a higher call and national duty however, I have no alternative than to leave personal achievements aside to focus on that which will bring more joy to a greater number of Nigerians. That is why I decided to stay on and be part of this historical Team to bring glory and honour to our beloved country. I must state that watching these ladies play with passion, zeal and a fighting spirit unequalled by most of our teams these days; I wept and thanked God that our country no matter our obvious shortcomings still has a great future ahead of us. I wish that every person that represents Nigeria will cultivate and inculcate the spirit of these girls to enable us reclaim our lost glory and take our country to where it rightfully belongs in the comity of nations."

The Prince's involvement in the Nollywood movies started with Nnenda, Figureine and now Kajola stems from my passion and love for excellence and the messages this industry wants to pass across to Nigerians so that we rebuild our country and enhance the future of our children. "I thank Dame Aleruchi Cookey-Gam the Administrator of the Greater Port Harcourt City Development Authority and her Board for believing in our vision for Nollywood and assisting us by believing in this great initiative. In this regard, I wish many other Corporate Bodies emulate the Greater Port Harcourt Authority and invest in the industry so that our common dream of taking the industry not only to a new height but to the point where we can give the Hollywood and Bollywood a fight of their lives materialises. That is my plea because I am convinced that our young men and ladies need to be encouraged and motivated to sustain the industry and keep our youths engaged which is the bane of our country today."

Dr. Silva Opusunju the Executive Secretary of the Board of the Greater Port Harcourt City Authority who represented Dame Aleruchi Cookey Gam the Administrator declared the event open and expressed the Authorities happiness for being part of this epochal event. We got involved because of the personalities involved in the making of the Kajola particularly the concept of the film which is aimed at building a new city which is what we are involved in – building a new city out of what is today Port Harcourt the capital of Rivers State. It may interest this audience to note that apart from acquiring the land that covers almost four Local Governments for the building of this city and securing the enabling law signed by the record breaking Governor of Rivers State, Rt. Hon. Chibuike Amaechi, I will ask all Nigerians to come back to Rivers State in the next five years and see how the feat of Abuja was recreated in Port Harcourt by a visionary, committed, resolute and determined Leader who in our mind can be described as the father of the new Rivers State conceding to HM King Diète-Spiff his rightful position as the father of the old Rivers State. Though in the Board we are professionals not politicians we urge (not necessarily just the members of the Nollywood) but all Nigerians to prevail on our Governor who has proven that we can still have leaders who want to serve and leave a legacy, to run for a 2nd Team to avoid somebody coming up to truncate all we have achieved so far in Rivers State today

The movie directed by foremost Nollywood Director Niyi “The Genius” Akinmolayan, the Founder and Creative Director of Anthill Multimedia; a post-production facility based in Lagos and Port-Harcourt. The whopping production cost of One Hundred and thirty Million Naira (N130M) also stands it out as the most expensive movie ever produced in the country. Equally of interest is the plot of the movie set in Nigeria 2059, which is expected to appeal to all Nigerians in the sense that it explores the implications of the continuous neglect of the poor and the widening gulf between the rich and poor and the ensuing catastrophic outcome stemming from such neglect. 'Kajola' the title of the movie is the Yoruba word for commonwealth. In the year 2059, Nigeria becomes a totalitarian state. After a second civil war, the rich relocate to the Island areas of Lagos state and turn it into an ultra modern city. The war torn mainland of Lagos state is disconnected and abandoned. A rebel leader, Allen learns of a plot codenamed kajola to build cities on the mainland and eliminate the remaining survivors. He leads a rebellion against the government and must be stopped by Yetunde, the police chief. Though mortal enemies, both discover that everything they thought they knew were nothing but lies. Its a story of love and lust and it heightens the fact that if we don't deal with the segregation and negligence issues facing our country today, then our future will be quite predictable because as the theme of the movie states TOMORROW IS TODAY.

All the stars that featured in this mind boggling movie that is poised to change the landscape of movie production in Nigeria were in attendance at the premiere. That of course included the hunky Nollywood actor Desmond Elliot as Ayub, a power drunk Inspector General of Police with an eye on Keira Hewatch in the role of Yetunde, a police chief bent on bringing to justice a notorious rebel leader Allen played by Adonijah Owiriwa who is also one of the executive producers,.

Attached are documents profiling the movie

Chief Eze Chukwuemeka Eze,

Media Consultant to

Prince Tonye Princewill

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