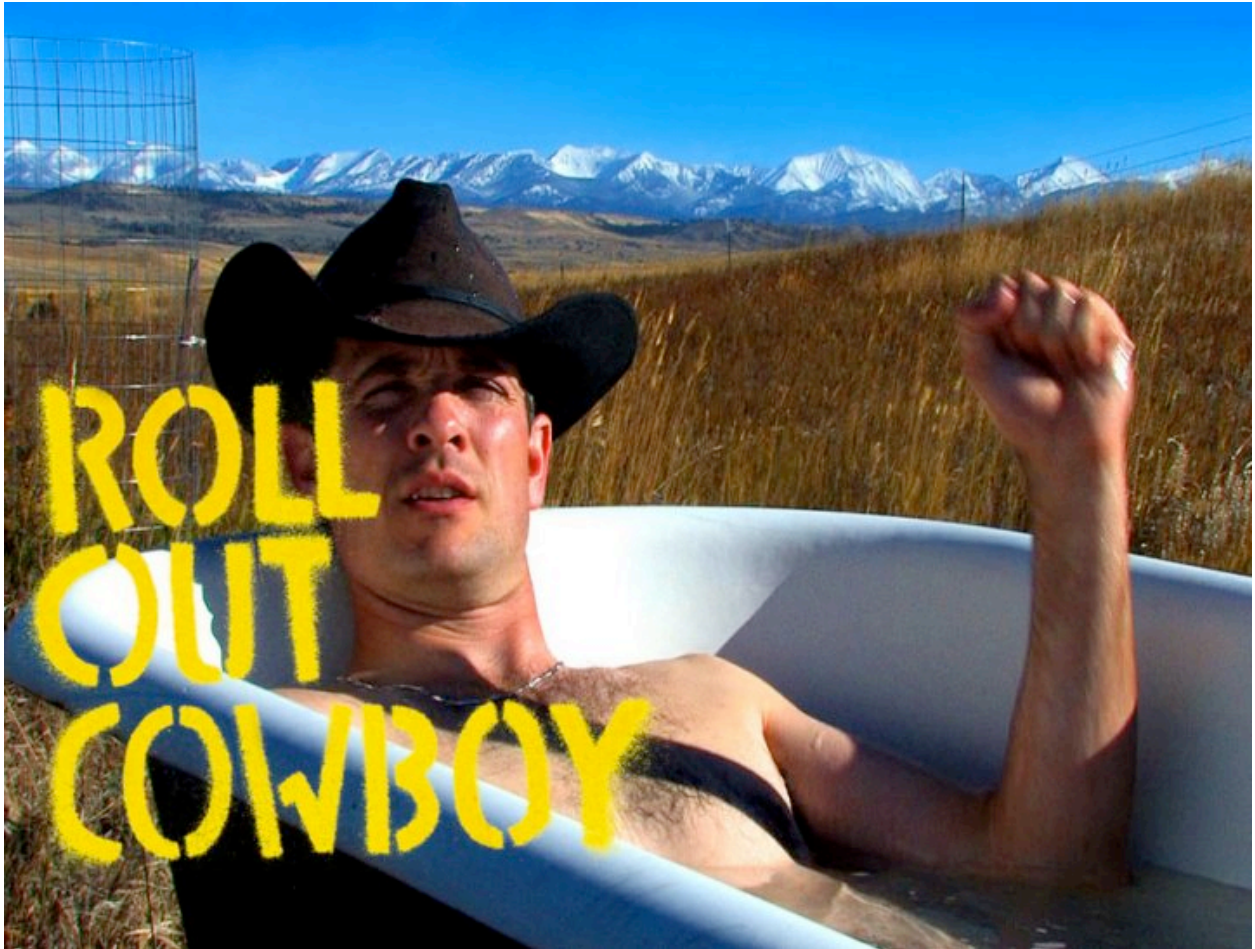


***Not the Roy Rogers version of the American frontier.  
This is SANDMAN. The cowboy who raps.***



***Creative Schemes Presents***

***ROLL OUT, COWBOY***

***a documentary feature by Elizabeth Lawrence***

***English – 2010 – Color – 75 minutes***

***ROLL OUT, COWBOY - 1710 N. Fuller Ave. Suite 504 Los Angeles, California 90046***  
[www.rolloutcowboy.com](http://www.rolloutcowboy.com)

## ***ROLL OUT, COWBOY***



### SHORT SYNOPSIS

Chris "Sandman" Sand is a rappin' cowboy from Dunn Center, North Dakota (population: 120 and shrinking). He drives a semi, plays the guitar and raps. Sandman looks like Woody Guthrie but sings like LL Cool J.

Roll Out, Cowboy follows the 39-year-old country/hip-hop musician as he tours the American West, performing for rural towns who might not have heard live hip-hop before.

Sandman's story is the struggle of an artist trying to make a buck. In a tough economy, can your American dream still carry a tune?

## ***ROLL OUT, COWBOY***

### LONG SYNOPSIS

His tour bus is broken, he bought his house for a thousand bucks, and his hometown's population is 120—and shrinking. Roll Out, Cowboy's Chris Sand is the face of the dying American West. Except for one thing: He raps.

Rap music hit the North Dakota airwaves in the 1980s; Sandman the Rappin' Cowboy grew up rhyming to the pulse of irrigation pumps. The result? A Woody Guthrie protégé who looks like a cowboy but writes songs like LL Cool J. Sandman delivers a musical fusion of country and hip-hop.

Roll Out, Cowboy follows Sandman as he travels the open road from North Dakota, to Washington and back again. We watch Sand experience the highs and lows of touring as a modern day traveling troubadour. We witness band break-ups, town groupies—even a brief flirtation with commercial truck-driving when a particularly impoverished Sand needs to make ends meet.

This is not the romanticized, Roy Rogers version of the American frontier. This is Sandman. The cowboy who raps.



## SELECTED REVIEWS

*“...smartly assembled and insightful portrait. Roll Out, Cowboy is a documentary with both a beating heart and a brain, approaching the caliber of genre standouts like Spellbound.” – A.V. Club*

*“An audience favorite...Roll Out, Cowboy was poignant and often hilarious.” -seanward.com*

*“His music and his life on the road, combined with his should-be-condemned house, in a town where his only friends are women over the age of 60, makes Sand ripe for documentation. The result is nearly unremitting comedy. Lawrence’s brilliance is in recognizing that.”  
-Encore Magazine*

*“Director and Cinematographer Elizabeth Lawrence created a quirky and very entertaining documentary...Roll Out, Cowboy distinguished Day 2 of the San Antonio Film Festival.”  
-San Antonio Film Examiner*

*“I am in love with this film! What a treasure.”  
- Karen Worden, LA Film Courage*

*“Funny, endearing, and surprisingly touching, Roll Out, Cowboy is one of the most delightful surprises of the year.”  
-Edmonton International Film Festival*

*“Director Elizabeth Lawrence tells this story with the same sincerity and compassion present in Sand’s music.”  
-Indie Memphis Film Festival*

## Key Personnel Biographies

### **Elizabeth Lawrence, Director / Producer**

*Roll Out, Cowboy* marks Elizabeth Lawrence's feature film directorial debut. Her previous roles include production manager and line producer. She's assisted producers and directors on films such as *The Exorcism of Emily Rose*, *Underworld Evolution*, *The Last Kiss* and *Tenderness*. Lawrence has written and directed numerous short films, including the award-winning *Nightmarecrawlers* and *Beyond the Gates of Ill-Repute*. She is currently developing a documentary feature and two documentary shorts. Elizabeth is based in Los Angeles.



### **Warner Boutin, Producer**

Warner's producing background started at CBS Oklahoma City. Since then, Warner's worked for publications such as the *Wall Street Reporter* and *Institutional Investor Magazine*. Boutin currently manages media coverage for studio publicists, PR firms and production companies. He's produced several short films and continues to develop documentary projects in LA. He's excited to share the rappin' cowboy's story with audiences.



## **Chris Sand, Cast as himself**

*A prolific songwriter, Chris "Sandman" Sand has produced fifteen musical recordings, including eight CDs. His music is fusion in the raw--country/ hip hop/ folk/ rap/ cowboy/ punk. Whatever you want to call it, it's unique, fresh, sexy, and distinctly western.*

*The great-grandson of Montana and North Dakota pioneers, Sand grew up hearing cowboy poetry and country music. By his late teens, when he discovered hip hop culture, he had already begun to find his own voice through blending musical genres.*

*Sandman has toured the country many times, sharing bills with acts ranging from Baby Gramps to the Microphones to Michael Franti to Dan Bern. Selling "Sandman" t-shirts and pillowcases (recycled items slapped with the Sandman brand), worn leather belts, and old cowboy shirts, Sand*

*keeps his audiences entertained during the breaks as well as on stage. He stays in touch with fans and friends between tours through his blog journal: ([www.rappincowboy.com](http://www.rappincowboy.com)).*



## **Elizabeth Ross, Editor**

*Elizabeth Ross has worked as a film editor for over 6 years. Her recent credits as assistant editor include Journey to the Center of the Earth, 300 and Lucky Number Slevin. She previously collaborated with Elizabeth Lawrence on her short film Beyond the Pearly Gates of Ill-Repute. Roll Out, Cowboy is her first feature documentary.*



## **AWARDS**

**WINNER** Gold Medal for Excellence, Park City Music Film Festival  
**WINNER** Best Documentary, Seattle True Independent Film Festival  
**WINNER** Best Comedy Documentary, DocuFest Atlanta Film Festival  
**WINNER** Best Documentary, Arizona Underground Film Festival  
**WINNER** Best Documentary, Flint Film Festival  
**WINNER** Best Documentary, Edmonton International Film Festival  
**NOMINATED** Big Sky Award, Big Sky Documentary Film Festival

## **UPCOMING SCREENINGS**

Facets Multi-Media Chicago, July 22<sup>nd</sup> – 31<sup>st</sup>  
92Y Tribeca, NY, NY August 11, 2011  
Edinburgh, Scotland, September TBA 2011  
Glasgow, Scotland, September TBA 2011  
Orkney Island, Scotland, September 9th & 10th, 2011

## **PAST FESTIVAL SCREENINGS**

(complete list available upon request)

### **World Premiere:**

Marfa Film Festival - May 6, 2010

### **Official Selection: 2010**

Calgary International Film Festival  
deadCENTER Film Festival  
San Antonio Film Festival  
Woods Hole Film Festival  
DocuFest Atlanta  
VideoFest Dallas  
Tacoma Film Festival  
Hot Springs Documentary Film Festival  
Indie Memphis Film Festival  
San Francisco Documentary Festival  
St. John's International Women's Film Festival  
Starz Denver Film Festival  
Cucalorus Film Festival  
Olympia Film Festival  
Reel Music 28  
360 | 365 George Eastman House Film festival  
Seattle True Independent Nights

### **Official Seletion: 2011**

Big Sky Documentary Film Festival  
Macon Film Festival  
 Fargo Film Festival  
Zagrebdox International Documentary Film Festival (European premiere)

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## **CAST**

**CHRIS SAND  
JONAH CARPENTER  
SHAWN PARKE**

## **CREW**

<b>Director</b>	<b>ELIZABETH LAWRENCE</b>
<b>Producers</b>	<b>ELIZABETH LAWRENCE WARNER BOUTIN</b>
<b>Director of Photography</b>	<b>ELIZABETH LAWRENCE</b>
<b>Editor</b>	<b>ELIZABETH ROSS</b>
<b>Narration</b>	<b>CHRIS SAND</b>
<b>Original Music</b>	<b>CHRIS SAND</b>
<b>Story Consultant</b>	<b>TYRONE THOMPSON</b>
<b>Special Thanks</b>	<b>HENRI BOUTIN ANAHID BOUTIN</b>
<b>Location Sound</b>	<b>CYNTHIA WALDECK JEFFREY LAWRENCE TYRONE THOMPSON</b>
<b>Sound Editor</b>	<b>SEAN CLARK</b>
<b>Adr Recordist</b>	<b>MATT GRUBER</b>
<b>Sound Mixer</b>	<b>MATT GRUBER</b>
<b>Additional Music Scoring</b>	<b>JEFF VEZAIN</b>
<b>Additional Photography</b>	<b>JEFFREY LAWRENCE TRISHA LOVGREN CHRIS SAND TYRONE THOMPSON CYNTHIA WALDECK SHANNON KOCZERA</b>
<b>Colorist</b>	<b>RUDY LOPEZ</b>
<b>Online Editor</b>	<b>CYNTHIA WALDECK</b>
<b>Stills Photographer</b>	<b>MATCHFRAME VIDEO</b>
<b>Mix Facility</b>	<b>INNES SMOLANSKY</b>
<b>Legal Counsel</b>	<b>MARTINE WORKMAN</b>
<b>Title Designer</b>	<b>KATIE GEORGAS</b>
<b>Web Designer</b>	

**Newspaper/Photos Courtesy Of** **NEW YORK TIMES**  
**MARY SAND**  
**ROB SAND**  
**CHRIS SAND**  
**DARRYL GOTH**  
**BRYHER ROSE HERAK**  
**CAITLIN SULLIVAN**  
**JUDY MOON**

**Stock Footage Courtesy of** **BILL DANIELS**  
**VANESSA RENWICK**  
**News Footage Courtesy of** **MSNBC**  
**CNN**

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from**

**LAWRENCE FAMILY**  
**SAND FAMILY**  
**CHRIS SAND**  
**SHAWN PARKE**  
**JONAH CARPENTER**

## IMAGE GALLERY



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**Contact *Roll Out, Cowboy***

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