



## American Filmmakers Tackle Cycling's Most Epic Race

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Masterlink Films announces the start of production on its premier documentary Road to Roubaix which follows the epic Paris-Roubaix one-day spring cycling race.

Washington, DC, February 20, 2007 — Masterlink Films announces it has begun production on its first full-length documentary film entitled Road to Roubaix. Road to Roubaix takes moviegoers along for the epic one-day, 111-year-old and 160-mile Paris-Roubaix cycling race, giving them insight into this grueling battle of man against cobble and the elements. Told from a still photographer's perspective, the movie is peppered with interviews from pro-cyclists like sports icon and seven-time Tour de France winner Lance Armstrong and American champion and Paris-Roubaix favorite George Hincapie.

Cycling has long enjoyed fans en masse throughout Europe and in this age of polarization and general bleak outlook on the state of world affairs, the sport of cycling remains one of the only truly international competitive sports to be dominated by multi-national teams. Now Masterlink cofounders David Deal and David Cooper are banking on this film about a race nicknamed Hell of the North appealing to a broad American audience. The filmmakers will go behind the scenes to tell the story of the riders, fans, mechanics, and the unpredictable landscape that is the setting for Paris-Roubaix.

A teaser of the film, including footage from the filmmakers' recent trip to the Discovery team training camp, featuring interviews with some of the biggest names in the sport, will be shown on March 7th at the Warehouse Theater in DC during Masterlink's fundraising event from 7 to 9 pm. The event will feature sales of shares of the film and a silent auction. Silent auction items will include: limited edition portraits of Lance Armstrong, and Floyd Landis and rare Discovery Team posters signed by cycling legends Viatcheslav Ekimov, George Hincapie, and rising star Tommy Danielson.

For a copy of the forthcoming teaser, the film's treatment or other assets from Road to Roubaix, contact Dave Cooper or visit [www.masterlinkfilms.com](http://www.masterlinkfilms.com). Masterlink Films is a LLC company.

**ABOUT MASTERLINK FILMS:** A team comprised of creative professionals and commercial photographers offers a fresh approach to filmmaking from meticulously composed shots to an emphasis on story as an art form. These documentarians aim to bring products to the big screen that are as unique in process as the stories that they tell.

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