



Thursday 29 June, 2017

**CHEERLEADING FEATURE FILM STARRING KELLI BERGLUND  
GOING FOR GOLD WRAPS PRODUCTION IN ADELAIDE**

Production on GOING FOR GOLD wraps this week in Adelaide. GOING FOR GOLD is directed, written and produced by South Australian Clay Glen and stars American rising talent Kelli Berglund (*Raising the Bar, Lab Rats*).

GOING FOR GOLD is Glenpictures’ latest foray into family and childrens films following *Raising the Bar* (2016) which also starred Kelli Berglund in the lead role, and *A Second Chance* (2012) which has sold into over 30 countries and been translated into five languages. The success of both features lead LA-based worldwide distribution company MarVista Entertainment to commission the feature.

GOING FOR GOLD follows the story of 17yo Emma (Berglund), a champion cheerleader whose father is a widowed USA Air Force officer. When her father is transferred to South Australia she is reluctant to give up yet another group of close cheerleading friends and live in a country without her chosen sport, cheerleading. But Emma finds a small but growing competitive cheerleading culture in Australia and goes about recruiting an eclectic bunch of ex gymnasts from different sports and dance groups to try to win the State championships. In building a team she discovers and experiences true friendships, relationships and love. The sport might be new and still in its fledgling stage, but the competition and rivalry is intense – for Emma it’s bring it on!

GOING FOR GOLD is produced by Glenpictures and reunites the South Australian key creatives from *Raising the Bar* and *A Second Chance*, including Cinematographer Hugh Freytag and Editor Kristian Leadbeater. Line Producer is again Sally Clarke and Sound Designer is Todd Telford.

California-based Kelli Berglund is best known for her lead role in Disney XD’s long-running live action series *Lab Rats* as bionic teenager with lightning speed, Bree Davenport. She starred in Clay Glen’s 2016 feature *Raising the Bar*, and in Disney Channel Original movie *How To Build a Better Boy* (2014). All other cast are South Australian apart from a specialist role for a contortionist from Sydney.

Director/writer/producer Clay Glen said “Shooting these family genre films in Adelaide is perfect. With easy access around the city and superb locations plus add in outstanding crew the production values achieved are well beyond the budget. South Australian Film Corporation are tremendously supportive and have assisted in making the slate of family films possible.”

CEO of the South Australian Film Corporation Annabelle Sheehan said “Clay Glen’s approach to this series of film is to truly focus on a significant and specific audience in the global marketplace. He combines a strong sense of commercial imperatives with his creative work as a writer/director.”

Filmed entirely in South Australia, GOING FOR GOLD is making use of the excellent range of film-friendly shooting locations Adelaide has to offer. With the film’s international release, South Australia will take centre stage as the location for the story.

Pinnacle Films have come on board as the Australian and NZ distributors.

MEDIA CONTACT  
SAFC: Cathy Gallagher 0416 22 72 82 [cathy@abcfilm.com](mailto:cathy@abcfilm.com)