**FOR IMMEDIATE RELEASE:**

Matt Heron-Duranti

Counterfeit Cow Productions, LLC

P.O. Box 2937 Amherst, MA

ino@CounterfeitCow.com  
www.CounterfeitCow.com   
413.549.1309

**Amherst, MA, 8/23/2013:**   
  
**Local Filmmakers Create Social Change with “Cow Statue” and their Moovie!**

On **September 7, 2013, 3:30pm Kendrick Park:** Counterfeit Cow Productions, creators of “*Homeless in a College Town*” documentary, will unveil an outreach statue of a COW, as a gift to the local Amherst homeless shelter, during A Night of Wonder: Carnival.

**Local politicians,** Senator Stan Rosenberg, State Rep. Ellen Story, and Amherst Town Manager John Musante, all of which have shown their support by interviewing for documentary *Homeless in a College Town,* are expected to attend.

***Homeless in a College Town,*** is a feature length documentary that takes an “in depth look at the shadowed crisis occurring in Amherst, and gives people who are homeless a voice about the tragedy sweeping our nation’s rural communities since the recent recession.”

**Raising awareness through film:** This isthe first documentary telling the story of those who are homeless in Amherst, and the first to expose a growing phenomenon of poverty in college towns across America. Filming throughout the year (2012-13), the crew reached out to people who are homeless in Amherst, purchased food, gave donations, clothes and sleeping bags, volunteered time at soup kitchens, and even helped people move into their first homes.

**Their strong outreach message:** CCP has partnered with Amherst locals to donate a life-size COW statue to be placed in downtown Amherst, so that the film’s outreach efforts will continue for years to come.  
  
**The Cow Statue** will double as a piggy bank, where individuals can make donations to the local homeless shelter, *Craig’s Doors – a Home Association Inc*, in Amherst, MA.  
  
*Press is Formally invited to:* **The unveiling of The Cow** on **September 7th, 2013 at 3:30pm   
 in Kendrick Park, Amherst, MA**   
 during ***A Night of Wonder****: Carnival and Film Festival!*

**A Night of Wonder is a family friendly event!** Featuring acts of all kinds: Jugglers, Balloon-Makers, Musicians, Performance Artists, Dancers, Acrobats, Fortune-Tellers, Magicians, Face-Painters and MORE!   
  
**The official *Homeless in a College Town* Trailer** will be played in the park after dark followed by the film festival submissions. FREE BUG SPRAY WILL BE PROVIDED.

**Naming “The Cow”**: Name submissions will be collected at the Night of Wonder: Carnival and during the Amherst Block Party Sept. 12, 2013. The winner will be featured on website www.TheCowisComing.com.

**The permanent location** for the statue is *1 East Pleasant Street* in front of the *Loose Goose Café*. Many local businesses have made financial contributions towards this effort.

**The Cow**, (original design by Sari Gagnon) has been built by a local metal sculptor, *Kamil Peters*, and is made from mostly recycled metals.

**Counterfeit Cow Productions LLC** is a limited liability company founded in Amherst, MA in 2011, by partners; Matt Heron-Duranti and Sari Gagnon.

**Matt Heron-Duranti, Producer:** “Our intention, when it’s finished, is to submit the documentary to Sundance, but we also have local film festivals in mind with the hopes of reaching a large audience.”

Matt Heron-Duranti, 26, grew up in Amherst, MA where he currently resides and is as passionate as anyone about the problems surrounding his hometown. Matt trained at The Stella Adler Studio of Acting before working for several years as an actor in such projects as Showtime’s *Brotherhood* and 20th Century Fox’s, *What’s Your Number?*  Matt then developed the reality show “*Between a Rock and a Hard Place”* for Icon Gate Productions and is currently working on producing a pilot for the crime drama *Paper City.*

**Sari Gagnon, Director:** “Our mission at CCP is not only to entertain people with our projects, but to inspire others. We strongly believe that film can be a powerful platform to create social change, and all of our projects are developed with this in our minds and in our hearts.”

**This is the directorial debut for Sari Gagnon,** of Plainville, CT, an alumna of Keene State College. Sari furthered her education in the arts by attending Circle in the Square Theatre School, and The Stella Adler Studio. Her successes include roles in *Mission Park, The Joneses,* and *Opponent.* Sari’s most recent film *Rising Star* has won two awards at the Seattle True Independent Film Festival. Passionate about children’s theatre, Sari works part-time as an acting teacher for Performing Arts Programs (PAP), in CT. PAP often works with towns whose schools that have cut arts programs throughout New England.