

The Fate of the World in the Hands of a Teen

Canyon257 is the next big **ACTION** hero. He's not just a smartass **KICKING** ass; he has an I.Q. of 257 enabling him to learn anything in no time flat. **TRANSFORMING** before your eyes, Canyon becomes the **BEST** martial artist, **GENIUS**, snowboarder, dancer, biker, and videogame world **CHAMPION**. With his beautiful and **INTELLIGENT** girlfriend, Koa, Canyon does the impossible; he **CRACKS** the fusion riddle in the greatest **VIDEOGAME** ever played. To what purpose? To save the **WORLD** of course! But are we ready for Canyon's gift? See the **MOVIE** and find out!

CANYON
257™
the movie

Since the time of Imhotep, the architect of the great pyramids, a king's ransom was set aside to create the Society of Seekers. These seekers must find exceptional geniuses and aid them to lift mankind onto the next plateau. Did Charles Darwin, Isaac Newton, Leonardo da Vinci and Albert Einstein succeed all by themselves? What help did they get? It's now the 21st century, are we on our last plateau? Who will save us?

His name is Canyon – the greatest genius who ever lived.

If Luke Skywalker must discover the force, then Canyon is the teen phenom who must use his IQ to crack the fusion riddle. But he is not alone. He is pursued by the second smartest person in the world, Dr. Mitlaf who seeks to redeem himself with the Peasant, the present day seeker who once trained him. But, it isn't just redemption that Mitlaf seeks. He must make good on the deal he made with a foreign dictator. Greed – choices – the last plateau – and – *the fate of the world is in the hands of this teen!*

IQ257 – Ten Standard Deviations above the Norm

An IQ of 257 is ten standard deviations above the norm yielding *a number greater than the sum of all the people who ever lived*. Canyon isn't superhuman; he's just the greatest genius – ever.

Canyon257 is the story of the hero's journey in the tradition of Joseph Campbell, author of the classic *Hero with a Thousand Faces*:

- The Hero is Born
- His Call to Adventure
- The Road of Trials
- In the Belly of the Whale
- Rebirth to a New World
- Master of Two Worlds
- Hero as Lover
- Hero as Redeemer
- The Ultimate Boon
- And yes, Canyon does get the girl.

Canyon257 is the quintessential hero movie about transformation – becoming martial artist, genius and scientist, computer whiz kid and videogame world champion. What teen wouldn't

want to step on the dance floor with two left feet and exit Usher? What teen doesn't fantasize about jumping on a snowboard for the first time and " **in no time flat** " becomes Sean White? What teen doesn't want to enter the Video Game World Championship and win?

And Canyon is James Bond cool. He will leap past movie characters like Will Hunting (*Good Will Hunting*), John Nash (*A Beautiful Mind*) and George Malley (*Phenomenon*) leaving them in the dust.



Heartthrob Booboo Stewart of *Twilight's Eclipse* wolf pack (Seth Clearwater) and six pack fame will star as the lead in **Canyon257**.

Booboo is a talented actor/dancer/singer and martial artist. He was the 2002 and 2003 Martial Arts World Champion and inducted into the Martial Arts Junior Hall of Fame.

Booboo was also a member of T-Squad (formerly The Truth Squad) a hip hop/pop group that was often seen on Disney. His acting work includes the *666: The Child* (2006), *Yard Sale* (2004), *Pit Fighter* (2005), *The Conrad Boys* (2006), *18 Fingers of Death!* (2006), *The Last Sentinel* (2007), *Uncle P* (2007), *The Fifth Commandment* (2008) and *American Cowslip* (2009) leading up to his role as Seth Clearwater in the mega blockbuster *Twilight* " two more sequels to come.

A Movie for Teens by Teens

There is no question teens want to be involved in the making of a motion picture, and we believe that the more a motion picture involves its audience, the greater the likelihood of success.

By leveraging the power and reach of Internet, web culture, viral strategies, mass online gaming, social networking and the popularity of YouTube, MySpace, Facebook, Twitter and technologic breakthroughs of handheld devices, the **Canyon257** portal will make possible a *movie made for teens by teens*. Through these popular portals, **Canyon257** will be able to utilize teen creativity and talent. Contests for casting, music and lyrics, costume design and trailer competitions will energize teens and make this picture theirs.

We share these elements of **Canyon257** with you hoping you will become our ambassadors and spread the word of the greatest genius ever " **Canyon257**.

Join Us

On November 6, 2010 at Knott's Berry Farm, Booboo Stewart will receive his signing bonus for the role of Canyon in **Canyon257** " the 1979 Trans Am classic muscle car. There will be a lottery, and one lucky winner from the audience will give Booboo the keys to his first car. And, with a number of additional celebrity events already planned, you can be a part of this exciting phenomenon!

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