

# IT'S NOT ME I SWEAR!

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## Press Release

### Production starts on Philippe Falardeau's *IT'S NOT ME, I SWEAR !*

**Montreal, August 7th, 2007** - Production will start in a few days on *It's Not Me, I Swear!* director Philippe Falardeau's new feature, less than a year after the theatrical release of his award-winning *Congorama*.

Produced by **Luc Déry** and **Kim McCraw**, the film introduces three talented young actors to the big screen while boasting an adult cast of some of Quebec's best known stars. Newcomers **Antoine L'Écuyer**, **Gabriel Maillé** and **Catherine Faucher** will give life to the main protagonists, **supported by Suzanne Clément, Daniel Brière, Jules Philip, Micheline Bernard, Denis Gravereaux, Jean Maheux** et **Evelyne Rompre**. The crew will shoot for a total of 38 days between August 9th and October 4th, near and around Montreal.

*It's Not Me, I Swear!* follows young Leon during the summer of 1968. When he almost hangs himself accidentally, his mother Madeleine is there to save him just in time... just like she was there last summer in the pool and two years ago in the freezer... At ten years old, Leon has a wild imagination and many things to worry about. First there's Mom and Dad's fighting. Then there's that insufferable family next door and their insufferable plans to vacation at the beach. And of course, there's little know-it-all Lea, the annoying neighbour who just won't leave him alone. When Madeleine leaves the house for a new life in Greece, Leon will do virtually anything to numb his pain. Ransack the insufferable neighbours' house. Become a professional liar. And even - why not? - fall in love with Lea.

Based on **Bruno Hébert**'s critically-acclaimed novel, *It's Not Me, I Swear!* was written by Philippe Falardeau. The film's production crew includes **André Turpin** (direction of photography), **Jean-François Campeau** (art direction), **Francesca Chamberland** (costumes), **Sylvain Bellemare** (sound design), **Érik Daniel** (post-production), **Frédérique Broos** (editing) and **Claude Paiement** (line production).

Produced with the participation of la SODEC, Téléfilm Canada, le Fonds Cogeco de développement d'émissions, la Société Radio-Canada, Super Écran, le Fonds Harold Greenberg, and the Federal and Provincial Tax Credits, *It's Not Me, I Swear!* is distributed worldwide by Christal Films and will hit theatres in 2008.

The film was developed and produced by **micro\_scope**, whose recent productions include *Familia*, (Louise Archambault), *Congorama* (Philippe Falardeau), and *Continental, a film without guns* (Stéphane Lafleur), the company's latest release. *Continental's* worldwide premiere will be held at the upcoming Venice Mostra before its North American debut at the Toronto International Film Festival next month.

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