

'Jesus Revolution' Experiences Double Portion at Box Office

Originally projected to bring in \$7 million during its opening weekend, the Erwin brothers latest film "Jesus Revolution" raked in more than twice that amount and became the third highest-grossing movie over the weekend as the nation continues to experience revival.

The Lionsgate movie "Jesus Revolution" brought in a total of \$15,525,000 in more than 2,400 theaters.

The movie's performance at the box office surprised many, but then a lot of people continue to underestimate God and the pockets of revival that continue to happen throughout the country. A headline from the Washington Examiner read, "Frasier Star Kelsey Grammer and Jesus Revolution Shock Box Office with No. 3 Open."

Troops and Allies, a Nashville-based marketing agency that is promoting "Jesus Revolution," said in a release:

"It's been an exciting weekend for Jesus Revolution. The audience response has been overwhelming. Lionsgate's 'Jesus Revolution' from Kingdom Story Company took in an estimated \$ million this weekend (including pre-release awareness screenings), significantly overperforming pre-release tracking. Before the weekend, estimates for the film showed the film opening in the \$6-7M range.

"With a 99% audience score on Rotten Tomatoes and an A+ CinemaScore, Lionsgate and Kingdom targeted the faith community, and the opening weekend audience at 2,475 North American theaters was 59% female and 89% 25+. The film is positioned solidly with faith-inspired moviegoers."


To build excitement around the film, Lionsgate organized church screenings, university screenings and other initiatives that garnered enthusiasm for the film prior to its nationwide release.

The film also set a record this weekend: the release of “Jesus Revolution” marks the first time in history that a director (Jon Erwin) has scored four A+ CinemaScore Grades since the company publicly released the results in 1986. These films include:

- I Can Only Imagine
- American Underdog
- Jesus Revolution
- Woodlawn

Many viewers praised the film on the movie’s Facebook page:

- Kelsey Grammer did an outstanding job as did the rest of the cast. This movie is inspirational.
- We absolutely LOVED it! Let the revival begin!
- My family watched a movie on Saturday. The movie theater is full. We all clapped ! Thank you for the good work. I hope to the new wave of revival coming again.
- I’m so glad to see Kelsey Grammer’s Stand for Christ in the midst of Hollywood.

 Along with Grammer, the film stars Kimberly Williams-Paisley and Anna Grace Barlow. “Jesus Revolution” is the true story of one young hippie’s (Laurie) quest in the 1970s for belonging and purpose that leads not only to peace, love, and rock and roll, but that sets into motion a new counterculture crusade, changing the course of his life.

Laurie is the founder and pastor of Harvest churches in California and Hawaii. He is an evangelist and a bestselling author. {eoa}

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