

Politician Rick Santorum Heads Faith-Based Film Company

Former U.S. senator and GOP presidential candidate Rick Santorum has a new gig these days. And as the CEO of EchoLight Studios—a faith-based, family film production company—he plans to make a big impact quickly on his new industry.

The announcement of Santorum's new position came last weekend on FNC's "The Huckabee Show."

"This is the right place and right time, and I've jumped in with both feet," says Santorum, who has spent the past year helping EchoLight grow as a company. "I often say that culture is upstream from politics. I know entertainment also can be strength and light for people who want to be uplifted and reinforced in their values."

EchoLight's upcoming first theatrical venture, *The Redemption of Henry Myers*, is slated for a fall 2013 release. Meanwhile, EchoLight's second theatrical film is based on the inspiring story of Illinois basketball player Eric "Hoovey" Elliott, stars Patrick Warburton and Lauren Holly and is directed by *Soul Surfer*'s Sean McNamara. It is in post-production and set for release in 2014.

Santorum has high expectations for blowing open a burgeoning entertainment category.

"Dallas can become the Hollywood of the faith-and-family movie market," he says. "And the keys are great content and economic success, using money from all over to build out the industry and distribute an authentic product truthful to the faith in people's lives."

EchoLight's commitment to new filmmakers already boasts impressive numbers:

- A \$250,000 commitment to produce and distribute a new work by the winner of the short film category in the 2013 San Antonio Independent Christian Film Festival.
- A multiyear, multimillion-dollar agreement to produce films from Liberty University's cinematic arts program, with production wrapped on the first film from that effort.
- Up to \$1 million pledged to produce and distribute a new work from the best film category winner in this year's 168 Film Project.

EchoLight has a full pipeline of films with established directors and a growing cadre of "faith and family" stars as committed as the directors and producers.

"We're in a position with potential to transform the industry," Santorum says. "EchoLight is a wide door into movie excellence and to more of it—which is why we're also helping to cultivate young filmmakers in the faith community, helping them develop cinema that, in many, many ways, can go further and do more."