

## **London Locals Launch New Film Series About Dating Upheavals in Their Community**

*The first theatrical screening and launch event of Sham Love Series, a new Romantic Drama genre series made by North London locals will take place at 7pm to 9.30pm on 4 November 2017 at Dugdale Center, 39 London Road, Enfield, London EN2 6DS.*

*The film series is the dramatized story of romantic upheavals in a North London community as observed by the film makers. It is a product of the UK government's policy effort to increase the diversity of practitioners in the Art and entertainment industry.*

*The event will begin with a brief introduction followed by the screening. Afterwards there will be a short Q&A session finishing with some time to 'mingle' with the cast, crew and guests.*

*Press passes can be obtained at:*

*<https://www.eventbrite.com/e/launch-event-of-sham-love-series-press-pass-tickets-38421445578>*

October 1, 2017 (FPRC) --

### INVITATION:

Entertainment journalists, bloggers, etc, are cordially invited to the launch and screening event of Sham Love Series, a new Romantic Drama genre series made by North London locals.

The film series is the dramatized anthology of romantic upheavals in a North London community from the eyes of by the film makers. Official website: <http://www.ShamLoveSeries.com>.

The event will begin with a brief introduction followed by the screening. Afterwards there will be a short Q&A session finishing with some time to 'mingle' with the cast, crew and guests.

### WHY YOU SHOULD ATTEND - GOVT POLICY INDUCED:

This film series is a further step in the growing trend towards people of ethnic minority backgrounds and women making films and other creative art works which target wider mainstream audiences. i.e. audiences not differentiated (by the film maker's) race, ethnicity or gender, but by more general human interests outside those three demographics.

This trend is fed by the deliberate policy drive of the UK Government department of Digital, Culture, Media & Sport towards increasing the diversity of practitioners in the film and creative art industry. According to the office of the Rt Hon Matt Hancock MP in a publication dated 26 July 2017 "...in the

Film and TV sectors, ethnic minorities representation has jumped by 40 percent...” (<https://www.gov.uk/government/news/jobs-boom-for-uk-creative-industries>).

Contained within this progress is the ambition amongst ethnic minority film makers to make films for audiences beyond their own ethnic communities. Sham Love Series is one such project. We look forward to Hon Matt Hancock’s presence at the event.

**ABOUT THE FILM:**

Written and directed by British born graphic novelist Chuba Obi who is of Nigerian descent and a post graduate of Staffordshire University Film School, the film tells the story of romance gone sour sprouting very unusual and surprising twists. Much like the movie ‘The Other Woman’ which starred Cameron Diaz, the story is emotive and reactions vengeful. However, the reactions by the characters in this story are spontaneous rather than premeditated. The result is the web of constantly shifting mindset and the corresponding actions by the main character Diana that simultaneously enhance and counter one another. In this peculiarly self-reinforcing state of mind, Diana persists in her effort to stop the wedding of her former live-in lover Robert and his new woman Yolanda.

The film features one of Britain’s emerging talents Jessica Jay (Inside Windsor Castle, Channel 5, 2017; Born Silly, Channel 4, 2017) (<https://www.spotlight.com/interactive/cv/4131-1203-1744/>) as the unrelenting Diana who will not give up on the love and life she believes she worked so hard to find and build up. She is supported by former child actor and also emerging performer Marc Gordon (Horace, QUACKS, Lucky Giant/BBC2, Andy de Emmony) as Robert, Diana’s lover. (<http://www.marcgordon.co.uk/>)

**MORE PRESS STUFF ON THE DAY:**

**INTERVIEWS:** main cast Jessica Jay and Marc Gordon, and Producer/Director Chuba Obi will be available at the launch to answer media questions. There will also be a kind of sneak preview of the next episode of the series by way of the published graphic novel of the story.

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Date: 4 November 2017

Time: 7pm to 9pm

Venue: Dugdale Center, 39 London Road, Enfield, London EN2 6DS.

We hope to see you there.

Chuba Obi  
PR/Marketing  
Zikora Films  
chuba@zikora.tv

<http://www.ShamLoveSeries.com>

**Contact Information**

For more information contact Chuba Obi of Zikora Films (<http://www.ShamLoveSeries.com>)  
07960259923

**Keywords**

[Sham Love Series](#)  
[Stop That Wedding](#)  
[Romantic drama](#)

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