



For Immediate Release

**KELLIE MARTIN (“ER,” “LIFE GOES ON”)  
STARS IN AND EXECUTIVE PRODUCES THE  
UP ORIGINAL MOVIE**

***DEAR VIOLA***

**ADVICE COLUMN ROMANCE STARTS SHOOTING  
OUTSIDE TORONTO, CANADA**

**Ensemble Cast Includes Jefferson Brown, Kira Gelineau,  
Award-Winning Actresses Jackie Richardson and Sheila McCarthy**

**ATLANTA – September 27, 2013** – Production began this week in Cobourg, outside of Toronto, Canada on the UP Original Movie *Dear Viola*, an advice column romance set in a charming seaside village, starring Kellie Martin (“ER,” “Life Goes On”). Martin also is an executive producer with Entertainment One (eOne)’s John Moranyhiss (“Hell on Wheels,” “Klondike”) and Ira Pincus (“Goodnight for Justice,” “Window Wonderland”). Laurie Lynd (“Murdoch Mysteries,” “Ghostly Encounters”) directs the film from a script by Lee Rose (“Haven,” “Weeds”) and Kathleen McGhee-Anderson (“Lincoln Heights,” “Touched by an Angel”). *Dear Viola* will make its premiere on UP in 2014.

The ensemble cast also includes Jefferson Brown (*Silent Hill: Revelation 3D*, “Degrassi: The Next Generation”); Kira Gelineau (“Creative Galaxy”); Gemini Award winner, NAACP Image Award nominee and singer Jackie Richardson (*The Gospel According to the Blues*, “Majority Rules!”); Arnold Pinnock

("The Listener," "Combat Hospital"); Adamo Ruggiero ("Being Erica," "Deglassi: The Next Generation"); Robinne Fanfair ("Bomb Girls," "Da Kink in My Hair"); Neil Crone ("Really Me," "Little Mosque on the Prairie"); and multiple Genie Awards, Gemini Awards and Dora Award winner Sheila McCarthy (*Die Hard 2*, "Little Mosque on the Prairie").

When the writer of a local, obsessively-read, beloved advice column, entitled "Dear Viola," decides to retire and leave the quaint seaside village of Bellport, seasoned editor Earl Bellamy (Neil Crone) is taken aback. While hoping to keep a lid on this news and his paper going, Earl unexpectedly finds a brand-new "Viola" column on his desk. Earl, his "The Bellport Herald" staffers Brian (Adamo Ruggiero) and Peggy (Sheila McCarthy), and soon the entire town find Viola's new published tone to be refreshing, no-nonsense, funny and wise. An outpouring of mail for Viola floods in. Again, Earl leaves the mail on his desk and another column appears. Using the security camera, Earl discovers the mystery columnist to be none other than Katie Miner (Kellie Martin), the shy accountant who has quietly done the books at the paper for years. Katie agrees to continue writing the column as long as her identity can remain secret. Sifting through a mountain of letters, Katie becomes struck by one from a widower, Russ (Jefferson Brown), who calls himself "Mr. Lost Love." Working as a deep sea fisherman with pal Clay Jackson (Arnold Pinnock), Russ can't seem to move past the loss of his wife five years prior and struggles to find the strength to raise his young daughter, Meredith (Kira Gelineau). Firmly, Katie encourages him to reach out to others, begin dating and start living. As they correspond through the column and run into each other (hidden by their pen names), Katie starts to fall for Russ. But when Russ decides to take Viola's advice and start dating the knockout new girl in town, Jamie (Brittany Gray), Katie has to decide if it's really in her best interest to keep her identity and growing feelings secret.

"*Dear Viola* is a charming, classic Hollywood romance set in a beautiful village by the water," said Barbara Fisher, svp, original programming, UP. "Viewers will be rooting alongside the fun, fictional townspeople of Bellport for star Kellie Martin's shy accountant-turned-secret-columnist to fall in love, push the brassy blond aside, and get the guy as the story is revealed both on and off the pages of the local paper."

UP presents *Dear Viola*, an Entertainment One production. Starring Kellie Martin, Jefferson Brown, Kira Gelineau, Jackie Richardson, Arnold Pinnock, Adamo Ruggiero, Robinne Fanfair, Neil Crone and Sheila McCarthy. Directed by Laurie Lynd. Executive produced by Kellie Martin and Entertainment One's John Moranyiss and Ira Pincus. Supervising Producer is Jonathan Schwartz. Producer is Betty Orr. Casting Director is Larissa Mair. U.S. Casting by Shana Landsburg. Director of Photography is Russ Goozee. Editor is Charlotte Disher. Script by Lee Rose and Kathleen McGhee-Anderson. Entertainment One is also the international distributor.

Follow our cast at:

- [www.UPTv.com/DearViola](http://www.UPTv.com/DearViola)
- Kellie Martin on Twitter [@Kellie\\_Martin](https://twitter.com/Kellie_Martin) and online at [kelliemartin.com](http://kelliemartin.com)
- Jefferson Brown on Twitter [@jeffersonb76](https://twitter.com/jeffersonb76)
- Arnold Pinnock on Twitter <https://twitter.com/ARNOLDPINNOCK>
- Adamo Ruggiero on Twitter [@AdamoRuggiero](https://twitter.com/AdamoRuggiero)
- Robinne Fanfair on Twitter [@RobinneFanfair](https://twitter.com/RobinneFanfair)

### **About UP**

UP, ([www.UPTv.com](http://www.UPTv.com)) based in Atlanta, is America's favorite network for uplifting family entertainment. The network presents original and acquired movies, series, stage plays and music specials along with gMovies, the first faith-friendly streaming movie service. The UP brand is reflected in "Uplift Someone," the network's successful pro-social initiative. UP can be seen in more than 65 million homes on major cable systems including Comcast, Time Warner Cable, Cox Communications and Charter Communications, as well as DIRECTV on channel 338, DISH Network on channel 188, and Verizon FiOS on channel 224. Follow UP on Facebook & Twitter <http://facebook.com/UPTv> & [@UPTv](https://twitter.com/UPTv).

### **About Entertainment One**

Entertainment One Ltd. (LSE:ETO) is an international entertainment company that specializes in the acquisition, production and distribution of film and television content. The company's comprehensive network extends around the globe including Canada, the US, the UK, Ireland, Spain, Benelux, France, Germany, Scandinavia, Australia, New Zealand, South Africa and South Korea. Through established Entertainment and Distribution divisions, the company provides extensive expertise in film distribution, television and music production, family programming and merchandising and licensing. Its current rights library is exploited across all media formats and includes more than 35,000 film and television titles, 2,800 hours of television programming and 45,000 music tracks.

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