

**NEWS RELEASE
JULY 8, 2010**

BREAKING THROUGH THE CLOUDS DOCUMENTARY SET TO PLAY AT EAA AIRVENTURE

Breaking Through The Clouds: The First Women's National Air Derby is a documentary about 20 female pilots, including Amelia Earhart, who raced across the country in 1929 over a nine-day span to prove that flying was a safe mode of transportation and to show that women could indeed fly. The documentary will be shown on Tuesday, July 27th, 2010 at Skyscape Theater during AirVenture in Oshkosh, Wisconsin. Additionally the film's Executive Producer and Director, Heather Taylor, will be at Author's Corner all week.

Taylor said, "Facing cultural stereotypes, mechanical failures, navigational challenges, threats of sabotage and endless chicken dinners, the women persevered and became pioneering legends in aviation. Their story is inspiring to anyone who has the courage to follow their own dreams."

The premiere of Breaking Through The Clouds was part of this year's women's air race celebration in Frederick, Md. With a sold out crowd in attendance, the reaction from the viewers was enthusiastically positive. Taylor says, "Many told me that they had never been to a film where the audience was so intensely following the story every step of the way. There was laughter and crying during the film and a long-standing ovation afterwards." Taylor has worked to produce this film for 13 years.

Breaking Through The Clouds is nearly two hours of story telling with original footage from the 1929 air race, interviews with legendary pilots Elinor Smith Sullivan, Julie Clark and Patty Wagstaff as well as interviews with friends and family members of the original racers and aviation historians. In addition, there are aerial recreations using planes like the women flew in the Derby such as the Travel Air, Monocupe, Fleet and Waco.

Pat Thaden Webb, daughter of original racer Louise Thaden, said, "I'm so appreciative of how you portrayed my mother Louise Thaden's beautiful soul, and her determination and courage to be a great pilot, and what flying and flight meant to her. She, and the other 19 pilots who flew this first race, earned their right, and the right for all women, to be able to participate in the development of aviation. Your film is a real tribute to my mother and to the others, and I'm forever grateful that their forgotten story has come to the screen for all to see."

Racer Mary Von Mach's great niece, Mary Jo Von Mach added, "For the rest of my life I will treasure the day you gave to us... Everyone loved the film and felt it was just the right tone, and it made them all, to a person, feel very proud to be involved with you and the film."

This year's winner of the women's air race Terry Carbonell said, "We were amazed at the number of similarities in the race from 1929 to 2010. Amazing. But what is more amazing is how you captured the spirit and the feeling of sharing this incredible experience with some really awesome women - that part and the friendships and bonds that are made are something that touches all of our hearts."

Breaking Through The Clouds will be shown at the AirVenture Cup Race July 24th in Mitchell, South Dakota and at AirVenture in Oshkosh, Wisconsin on Tuesday, July 27th at 9:30am in the Skyscape Theater. Taylor's schedule for the screening and Author's Corner at AirVenture can be found at <http://www.eaaapps.org/forumsearchresults.aspx?presenter=1241>.

Other avenues for showing the film include air shows around the country and aviation museums.

Individuals may purchase a DVD of Breaking Through The Clouds, which includes 20 minutes of bonus material, at www.breakingthroughtheclouds.com. The bonus material features additional stories from the Derby, what the women wore, and technical information about the planes flown in the Derby as well as other commentary.

More information can be found at www.breakingthroughtheclouds.com. If you have interest in Breaking Through The Clouds being part of your event, please contact the producer at Heather@breakingthroughtheclouds.com

About Archetypal Images, LLC:

Archetypal Images, LLC was founded by independent producer Heather Taylor in 2007 specifically to produce Breaking Through The Clouds. Taylor's ambition is to capture and harness the light that comes alive in peoples' eyes when they find their calling so it can inspire others to find their path. Breaking Through The Clouds is a prime example of role models in this arena. Taylor can be reached at Heather@breakingthroughtheclouds.com

Contact:

Heather Taylor, Executive Producer

Archetypal Images, LLC

Heather@breakingthroughtheclouds.com

Cell: 865-242-7551

*Note to Editors: High-resolution photographs are available in the news section for download at www.breakingthroughtheclouds.com