

“PYRAMID HIGHWAY”

Official Press Kit

Tag Line

“Moving Faster Than The Speed Life”

Short Synopsis

Carly’s entire life is spinning out of control and she’s dragging her whole world down with her. Karma has other plans. Once she travels down “Pyramid Highway”, there is no coming back.

Carly Heck, a wife and mother of three travels down the road of life, but in the wrong direction. Leave disaster in her wake as her invincible approach to life cause pain to those that love her. Intoxication, drugs and sex become the tools of her destruction. Her downward spiral consumes those around her, as she appears to be unaffected. Until one fateful night her path is forced to U-turn and she pays the ultimate price for her sins. Karma has found its prey on “Pyramid Highway”.

Medium Synopsis

Carly Heck, a wife and mother of three travels down the road of life, but in the wrong direction. Set in the small rural town of Fernley, Nevada, this film is the stark reflection left by drugs and alcohol addiction in small-town America. Leaving disaster in her wake, Carly drags her best friend, Candace, and her three children through one heart ache after another. Her invincible approach to life cause pain to those that love her. Booze, cocaine and methamphetamine become the tools of her destruction. As her life rapidly spirals downward, she appears to be unaffected. Its then that her late husband’s thug employer comes to collect a debt. In an act of desperation she runs... and her “sins” are catching up with her. One fateful night her path is forced to U-turn and she pays the ultimate price for her sins. Karma has found its prey on “Pyramid Highway”.

Production History

When northern Nevadans think of Pyramid Highway, it is often considered just a long, sometimes dangerous stretch of road between Sparks and Pyramid Lake. For filmmaker and producer Katie Ishoy, Pyramid Highway becomes the enforcer of karma in her locally made, independent film of the same name.

Early in 2006 Director James Ishoy of Sinnergy Entertainment and screenwriter Ken Locke teamed up to create a story that takes a hard look at drug and alcohol abuse. Shot over seventeen grueling days in October 2007, Pyramid Highway is the culmination of countless hours of writing, casting, editing, begging, borrowing and improvising. From there it was only a matter of money and resources.



Director James Ishoy, Producer Katie Ishoy, and Screenwriter Ken Locke at the Reno premiere of Pyramid Highway

The Ishoy family raised funds from their own coffers. Both worked two and sometimes three jobs to get the equipment and operating capital to make it happen. Not only was financing a big concern, but personnel as well. Friends, family and fellow local filmmakers all pulled together around film. Even local merchants gladly donated food for the cast and

crew during production. Remarkably no one involved with the production of the film went into debt. In the end, this film wrapped on time and on budget.

An interview with Producer Katie Ishoy:

“The movie is basically about karma — bad karma,” Katie Ishoy said. “It’s a very dark movie.” She explained that “Pyramid Highway” is about a wife and mother who is failing at being both. It is karma that eventually gets to the character of Carly Heck and gives her what she deserves. It’s about a bad mom and watching her downward spiral,” Ishoy said. “Carly Heck is the anti-hero. You wait for her to wake up.”



“We go as dark as you can go,” Ishoy said. “It’s pretty raw and emotional.”

Carly's problems stem from drugs, alcohol and sex, and that her objective was to portray the subject matter truthfully. Still, Ishoy will admit that it isn't all heavy subject matter and that there are moments of comedy.

"Everybody has absolutely loved it," Ishoy said. "There's a twist at the end that you absolutely don't see coming."

"Pyramid Highway" has been in the works for more than two years. Ishoy knew she wanted to be serious about the story that grabbed her attention and officially founded her production company Bar Fly Productions in November 2006, after holding casting auditions.

In addition to being filmed in Reno, Sparks and Fernley, most of the "Pyramid Highway" cast members are from the area. Ishoy said that she found her actors from Internet postings on Craigslist and MySpace and that the character of Carly Heck, played by Monica Booth, of Carson City, was serendipitous.



"She had never acted before in her life," Ishoy said. "She was our first audition and as soon as she opened her mouth, I said, 'That's it, that's her.' "

With a mix of seasoned actors and newcomers to the profession, Ishoy said Booth was able to shine as the tormented Carly Heck.



"I had no idea how I was going to do it," Ishoy said about making the movie. "It took my life savings but the expense was worth it."

Ishoy explained that she paid her actors and paid for their hotel stays if they were commuting from Northern California. She was also able to get help from local law enforcement, who let her borrow a Lyon County cop car, and a bar owner who let them film without disrupting business. The only disruption to the filming came from a bar patron which, Ishoy said with a laugh, led to a Lyon County officer finally having to calm the man down.

"Pyramid Highway" is not only a first for its lead actress; it will also be a Nevada first. It's the first feature-length independent film made in Nevada by Nevada filmmakers," Ishoy said.

"It's so bizarre," Ishoy said of all the luck she's had. "It's like the universe moved around the making of this movie."

CAST AND CREW BIOGRAPHIES



Monica Jayne Booth
“Carly Heck”, Lead, “Pyramid Highway”

In the fall of 2006 actress Monica Jayne Booth responded to a casting call for the feature-length, independent film "Pyramid Highway". Never one to turn down a good opportunity, she fortuitously posted for the scheduled audition for no other reason than to obtain, for the first time, the experience of auditioning. Shortly thereafter, and much to her delight, she was informed she had landed the role of Carly Heck, wife, mother, and tragedy of sorts.

Prior to introducing the role of Carly into her life, Monica Jayne Booth was a sun-worshipping native of San Diego, CA, who also spent much of her childhood exploring the Greater Bay Area. Ms. Booth experienced a colorful and diverse, albeit somewhat transient lifestyle throughout her early to mid twenties. She worked random jobs and pursued various educational experiences. She did this, simply for the sake of acquiring any and all knowledge available to her; she quickly developed acute life skills available only to those who seek them out. In doing so, she has subsequently fostered a life-long love of learning. In turn, she applied these life skills in combination with her desire to learn and succeed, to acting.

During the year that Ms. Booth had an opportunity to work with Bar Fly Productions on “Pyramid Highway” she also worked with them on a web-based video aimed at marketing High Sierra ATV Tours. Once again, doing something she had never done before; riding all terrain vehicles and acting as a spokesperson. Ms. Booth was delighted with the opportunity.

In October 2007, she emerged as Carly Heck. Filming for the greater portion of October, Ms. Booth was able to achieve her personal goals of acting, working hard, and experiencing life on the set. She found this period of time rewarding, without question.

As for her future as it pertains to acting, Ms. Booth believes in serendipity and hopes this film will assist in leading her down a productive career path in this industry. Should that opportunity fail to ever present itself again, she sleeps well at night having put in a hard day's work and takes comfort in assuming the risk of a good opportunity.



Michael S. Barnett
“Rick”, Co-Star, “Pyramid Highway”

Michael Barnett started his acting career by spending seven years studying at the American Conservatory Theatre in San Francisco. During this time, he began to develop his professional acting career by becoming a member of the Screen Actors Guild (SAG/AFTRA). He performed in numerous national commercials, perfecting his voice-over talents, eventually reaching a level in the Bay Area acting community where he was asked for by name to participate in dramatic projects.

Mr. Barnett enjoys developing talents and skills in a variety of creative endeavors. While in Berkeley, California, he started a professional recording studio from the ground up. “Stark Reality”, a 1500 sq. ft. recording facility, became home for many aspiring musical artists in the Bay Area. Closely tied to the most successful nightclub venues in San Francisco, musicians felt right at home in the highly charged and motivating atmosphere that Mr. Barnett had created.

Mr. Barnett moved to Reno in the winter of 2004, and immediately began looking for creative outlets in the Reno/Tahoe area. Hoping to find a thriving creative community, he instantly began networking. His efforts finally paid off when he met the producers at Bar Fly Productions, a Sparks-based production company with ambitious film industry aspirations that mirrored his own and auditioned and landed the role of Rick in “Pyramid Highway”.



Krystal Landrum

“Candace”, Co-star, “Pyramid Highway”

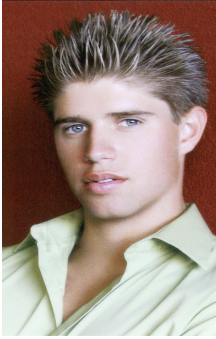
With a string of high profile SAG films and a busy schedule of film projects, Krystal Landrum is an actress whose career is fast on the rise. Her most recent role as "Candace" in the feature film “Pyramid Highway” has proven to be one of her favorite accomplishments to date.

Krystal began her performance career in high school, participating in choir, musical productions, drama, drill team and the dance company. She continued her love of dance for several years with Lincoln Performing Arts, Roseville School of dance, and Cast and Company Dance Alliance (formerly Carrie's Studio of Dance), owned and operated by Carrie Periera of the Sacramento Kings Royal Court Dance Team.

In early 2007, Krystal had an opportunity to appear in an ESPN commercial, and found a renewed passion for acting. During a short period of time since then, she has been cast in several projects, including short films, voiceovers, industrials, commercials, and full length Independent and SAG feature films.

Krystal can also be seen as "Crystal Summers" in the independent horror film, The Soc Hop (an October Harvest and Real Genius Productions) premiering in the Bay Area in July of 2008. She also appeared as "Cindy", a TWA Ticket Agent, in the recently released SAG feature, Bottle Shock (directed by Randall Miller), which includes a cast of stars such as Alan Rickman, Rachel Taylor, and Chris Pine.

Krystal attributes her success to her acting coaches and mentors, Julia Parmeter, Sally Forcier, Kathy McGraw, and Doc Roberts.



Anthony Specchio

“Hunter”, Supporting Actor, “Pyramid Highway”

Northern Nevada native Anthony Specchio landed his first major film role as “Hunter” in Bar Fly Production’s feature film “Pyramid Highway” shortly after turning 18 years old. This was a promising career hallmark for a young actor whose larger than life acting aspirations began at the young age of 10.

Anthony was born in Carson City Nevada, and raised in the small town of Fernley Nevada. Growing up Anthony always had big dreams. When he was introduced to acting at age 10 by his Father Michael Specchio, he knew that acting would be the perfect way to not only express himself, but also to reach his dreams. From the age of 10 until 16, Anthony immersed himself in acting. He perfected his craft in several local acting courses, workshops, plays and improvisation shows. At age 16 Anthony took a break from acting and spent more time focusing on school, but his hunger for the stage was never subdued. After his 18th birthday Anthony made the decision to bring acting back into his life. He decided to chase his dreams, and he would chase them hard.

His role in “Pyramid Highway” was a promising start for the young actor. After the film was wrapped Anthony found his next acting job at Supper Club Zulu performing live comedy skits twice a week, where he currently works. Anthony also takes acting classes at his local community college TMCC. He plans to continue working locally until he graduates from college, at which time he plans to move to Los Angeles to pursue a professional acting career.



Shelly Duschel

“Veronica”, Supporting Actor, “Pyramid Highway”

Shelly Duschel, an experienced television personality and model, responded to an open casting call for Pyramid Highway in 2006. Shelly had just moved to Reno in 2005, and after taking drama classes in high school and college, the opportunity was too good to pass up.

Shelly grew up mainly in Southern California but spent the majority of her life in Oklahoma. She graduated with an AA degree in Political Science from Rose State College in Midwest City, Oklahoma in 2004.

She spends most of her time painting but loves all aspects of the movie process and was very excited to get to work on the “Pyramid Highway” film. Shelly has also been interested in modeling and photography since she was twelve.

While Pyramid Highway is her first official feature role, viewers may recognize Shelly from television. She moved to Nevada in 2005 because she was working in a legal brothel and appeared on the HBO Cathouse series in a starring role for three seasons, with one season yet to air. Shelly never actually worked in the pornographic film industry. To differentiate, HBO’s Cathouse series is an adult-themed television show. Although her personal views support legal brothels, she has since moved away from work related to brothels and now aspires to work as an actress and artist.

Shelly has also appeared on Playboy Television on the show Sexcetra a couple of times. She has been interviewed by Diane Sawyer, Rita Cosby, Hannity and Colmes, Geraldo, Tyra Banks, Montel Williams, and has made numerous other appearances on news shows and in written articles and magazines.



Gabe Golden

“Blake”, Supporting Actor, “Pyramid Highway”

After turning a personal life health struggle into a documentary to help others, Gabe Golden recently returned to pursuing acting following a temporary hiatus from the craft. In 2007 he answered a local casting call from Bar Fly Productions and was offered the role of “Blake” in “Pyramid Highway”.

Gabe began his career in film when he attended Scottsdale Arizona’s film production program in 1999 with a focus on acting and screenwriting. His passion for acting grew through the school’s theater productions and the many short film projects he developed.

In 2001 Gabe moved to Los Angeles and worked as an assistant on feature films to get a feel for the real world of filmmaking. After completing a few productions, he felt his interest in acting and screenwriting should be the main focus. Hollywood provided a great creative energy Gabe thrived on being immersed in.

He was soon working among a group of like-minded filmmakers, actors, writers and musicians who pushed each other to develop their craft. Gabe co-wrote a script with a friend which has been optioned twice and is the subject of a documentary which has just been completed about the struggle to get a film sold in Hollywood.

In 2004 Gabe was challenged with the return of a painful joint condition called rheumatoid arthritis which he was diagnosed with as a child. This forced him to take a break from Hollywood and return to the Tahoe area in which he grew up. His struggle to find the source of this so-called incurable disease took him through the world of alternative therapies and natural medicine, which are the subjects of another documentary currently in production.

Gabe now resides in San Diego and works out of Los Angeles regularly as both an actor and a producer. He has started his own production company called “Next Level” to focus on documentaries, online news segments and quality children’s programming.



Robert Michael Haley
“Gary”, Supporting Actor, “Pyramid Highway”

Actor Robert Michael Haley met producers Katie and Ken of Bar Fly Productions in 2007 while working on another film set and was the last actor to be cast in the film. Katie saw his potential and asked him to play the role of Gary without even asking him to audition. Her offer was very flattering to say the least and the actor accepted the role with great anticipation.

Mr. Haley was born in the Philippines on a U.S. military base. He was immediately excited and ready to live a life full of travel and experience a lifetime of learning and accepting all cultures that he was lucky enough to be a part of. As an actor he is able to express himself in any way and from any perspective required. He feels this is a GOD-given freedom that he exploits with his love for the art and his love for of life.

The actor currently lives in Sacramento where he is involved in several local independent film projects, including short films, web series and full feature films, while venturing into live theatre every chance he gets. He may still be just getting his feet wet in the film industry and has not been working in the industry for very long, but Robert Michael Haley is well on the way to making a long held dream into reality.



Ken Locke

Co-Writer/Production Manager for “Pyramid Highway”

Ken Locke is a writer and director for Bar Fly Productions. Ken wore multiple hats during the company’s production of “Pyramid Highway”, including: writer, camera operator, production manager, editor of the film’s trailer and songwriter for the film’s end credits song.

Ken is a native of Upstate New York. At age seventeen he joined the United States Air Force, and for the next fourteen years he traveled the world serving his country. He gained worldly experience via his extended tours throughout Europe, Asia and South America. His travels gave him extensive inspiration and experiences to draw upon when he later began putting pen to paper

Ken began his writing career with various short stories, but quickly found that his freelance efforts couldn’t pay the bills. His freelance writing work included sports writing for independent collegiate sports magazine. Having finally laid down roots in Reno, Nevada, he found himself also writing technical articles for the gaming industry. In 2005 Ken teamed up with Bar Fly Productions to try his hand at screenplays and filmmaking.

Credits:

The Spy Who Fed Me – Film short, Camera Operator, Archon Films

A Special Day at the Park – Film short, Writer/Director, Bar Fly Productions

High Sierra ATV – Promotional video, Director, Bar Fly Productions

Killers – Docudrama, Writer/Director, Bar Fly Productions

Scars – Documentary, Director, Bar Fly Productions

Pyramid Highway – Feature-length, Story Writer, Bar Fly Productions & Sinnergy Entertainment

Pyramid Highway – Feature-length, Second unit, 1st Camera Operator, Bar Fly Productions & Sinnergy Entertainment

Pyramid Highway – Feature-length, Production Manager, Bar Fly Productions & Sinnergy Entertainment

Pyramid Highway – Trailer, Editor, Bar Fly Productions & Sinnergy Entertainment

Pyramid Highway – Song for credits “Pyramid Highway, lyricist & Sinnergy Entertainment

Mission From God - Screenwriter, Bar Fly Production & Sinnergy Entertainment



Katie Ishoy
Producer of “Pyramid Highway”

Katie Ishoy is the owner of Bar Fly Productions, and producer of the company’s flagship feature film “Pyramid Highway.”

Katie is a native of Glendale Arizona but grew up primarily in the central valley of California. She started acting on stage at the age of 15. She came to Reno in search of a new life in 2004, soon continuing her love of acting by working in several local commercials, print ads and as an extra in the feature film “El Cortez”. Her first passion may have been acting, but Katie soon found herself motivated to move behind the camera after reading the script for “Pyramid Highway”.

In 2006 Katie founded her production company Bar Fly Productions in Sparks, NV. She worked vigorously for two years on the budget and other development and pre-production tasks for “Pyramid Highway” while simultaneously working two jobs and while volunteering on other local independent movie sets to gain more production experience.

Projects:

The Spy Who Fed Me – Film short, Extra, Boom Operator, Production Assistant, Archon Films

A Special Day at the Park – Film short, Producer, Bar Fly Productions

A Special Day at the Park – Camera B Operator, Bar Fly Productions

High Sierra ATV – Promotional video, Producer, Camera B operator, Bar Fly Productions

Killers – Docudrama, Producer, Bar Fly Productions

Scars – Documentary, Producer, Bar Fly Productions

Pyramid Highway – Feature-length, Producer, Bar Fly Productions & Sinnergy Entertainment

Pyramid Highway – Feature-length, Casting Director, Bar Fly Productions & Sinnergy Entertainment

Mission From God – Feature-length, Producer, Bar Fly Productions



James A. Ishoy

Co-Writer/Director/Editor of “Pyramid Highway”

James A. Ishoy, owner and founder of Sinnergy Entertainment, is an experienced screenwriter, director, editor and producer. His consistently expanding body of work includes feature films, short films and music videos. In 2007 James created Sinnergy Entertainment to facilitate his involvement with Bar Fly Production’s feature film “Pyramid Highway”. He is one of the film’s screenwriters, the editor and director.

The multi-faceted and prolific filmmaker began his life in Brewster Washington but spent most of his childhood in Northern California. After dabbling as a theatre actor at the age of 13, James found his true passions in writing and videography. He soon demonstrated his love of filmmaking by writing his first feature length screenplay at age 16. Next, James used his father’s home video camera to develop his eye for shooting, directing as many volunteer ‘actors’ as possible. Once the filmmaking training wheels came off, James went on to write for short and feature length projects as well as shoot and edit music videos.

In 2004 James relocated far north of Los Angeles to Portland, Oregon, where he worked diligently at a nine-to-five job while settling back into his writer’s chair in his off time. In 2006 he was recruited by Bar Fly Productions to help in the writing of “Pyramid Highway”, his duties later expanding to directing and editing.

Projects:

Not a Cloud in the Sky – Feature-length, Screenwriter

Block 11 – Feature-length, Screenwriter

Various Musician Projects – Director/Editor

The Writer’s Block – Feature-length, Screenwriter

Pyramid Highway – Feature-length, Screenwriter

High Sierra ATV – Editor, Bar Fly Productions

Happenstance/Happen-not – Short, Screenwriter/Director, Sinnergy Entertainment

Pyramid Highway – Feature-length, Director/Editor, Bar Fly Productions and Sinnergy Entertainment.

Pyramid Highway

Credits

Executive Producers

Christine Hurd

James Ishoy

Producer

Katie Ishoy

Director

James Ishoy

Story by

Ken Locke

Screenplay by

James Ishoy

Director of Photography

Tim Gaer

Camera A 1st Assistant

Ken Locke

Camera A 2nd Assistant

Katie Ishoy

Camera B 1st Assistant

Nino Paternostro

Lighting Director

Nino Paternostro

Best Boy Grip

Kaleb Temple

Associate Producer

Kimberly Winslow

Casting by

Katie Ishoy

Costume Supervisor

Katie Ishoy

Production Assistants & Grips

Kimberly Winslow
Kelly Czarnik
Stella Kim
Matthew Riddle
Christopher James Reardon
Maria Catherine Trefil
Kaleb Temple
Todd Smith
Gabe Golden
Kyndra Riddle
Connor Locke

Boom operators

Kimberly Winslow
Kelly Czarnik
Kaleb Temple
Stella Kim
Matthew Riddle
Maria Catherine Trefil
Nino Paternostro
Connor Locke

Production Manager

Ken Locke

2nd Unit

Camera A Operator

Ken Locke

2nd Unit

1st Assistant Camera A

Katie Ishoy

Make-up artist

Amanda Martinko

Hair

Tonya Marini
Amy Jeanotte
of Salon 7, Reno Nevada

Set Photographers

Mike Gagne
Sheri Gardner

Set Decorators

Jen Ricketts
Ken Locke

Mustang Stunt Drivers

Tony & Robin St. Amant

Police Consultant

Mike Gagne

Security

Mike Gagne

Blake & Veronica's Bedroom Art

Shelly Duschel - Artist

Cast

Carly Heck	Monica Jayne Booth
Rick	Michael S. Barnett
Candace	Krystal Landrum
Hunter Heck	Anthony Specchio
Gary	Robert Michael Haley
Emma Heck	Ariah Barth
Melissa Heck	Mikel Rose Flatley
Veronica	Shelly Duschel
Blake	Gabe Golden
Sid	Timothy Gaer
Sammy	Robert Edward Thomas
Emily Stroud	Christine Hurd

Russell Heck	Matthew Riddle
Lana	Jenny Rae Spencer
“Psycho” Mike	Julianna Kemp
Georgia	Georgia G. Gillespie
Housekeeper	Zarah Borja
Dr. McHale	Gairik Banerjee
Nurse	Katie Ishoy
Clerk	Sandeep Singh
Rick’s Wife	No credit requested
Rick’s dog	Peanut

Band at Pure Country

Rick Hays and the American Steel

Lead Vocals & Bass Guitar
 Lead Guitar, Rhythm Guitar & Vocals
 Lead Guitar, Rhythm Guitar & Vocals
 Steel Guitar & Dobro
 Drums, Percussion & Vocals

Rick Hays
 Sean Rold
 Rick Bowden
 Tommy Stiles
 Michael Patrick Moore

“Pyramid Highway” trailer edited by
Ken Locke

“Pyramid Highway” trailer music

“Trouble” as performed by Velabonz written by Rob Daiker

Music

“Cock of the Walk”

Lyrics/Performed by
Wiley Hand

“Them Shits”

Lyrics by David Christensen
Performed by The Devil Himself

“Alpha Boys”

Lyrics/Performed by
Rob Daiker

“Eternal Shame”

Lyrics by David Christensen
Performed by The Devil Himself

“Bullet Proof”

Lyrics by David Christensen
Performed by The Devil Himself

“Message”

Lyrics/Performed by
Chantelle Tibbs

“Prescriptions”

Lyrics/Performed by
Chantelle Tibbs

“Hallmark”

Lyrics/Performed by
Rob Daiker

“Whore”

Lyrics by Rob Daiker
Performed by Velabonz

“Trouble”

Lyrics by Rob Daiker
Performed by Velabonz

“Pitiful One”

Lyrics by David Christensen
Performed by The Devil Himself

“Until I Die”

Lyrics/Performed by
Rob Daiker

“Red Carpet”

Lyrics by Rob Daiker
Performed by Velabonz

“Pyramid Highway”

Lyrics by Ken Locke
Music by Rick Hays
Performed by Rick Hays & The American Steel
Recorded by Todd Rold with Water Sign Studios

“Rattle My Cage”

Lyrics by Rick Hays
Performed by Rick Hays & The American Steel

“Verdict”

Lyrics/Performed by
Rob Daiker

“Restrain”

Lyrics/Performed by
Rob Daiker

“Long Way Down”

Lyrics by David Christensen
Performed by The Devil Himself

“Heart On Ice”

Lyrics/Performed by
Rob Daiker