



A FAT WRECK

THE PUNK-U-MENTARY

MEDIA KIT



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25 years of punk ethics, chosen family, and surviving the music business. The Fat Wreck Chords story.

SYNOPSIS

This feature length documentary film follows the early history of FAT WRECK CHORDS, from its founding by Fat Mike and his then wife Erin Burkett, through its cultural zenith in the late 1990's. The film's main narrative focuses on the longest tenured and most successful bands that shaped the label's formative years, primarily LAGWAGON, PROPAGANDHI, NO USE FOR A NAME, GOOD RIDDANCE, and STRUNG OUT. The film follows the highs, lows, and cultural impact of Fat Wreck Chords across 157 studio albums and 150 other releases, and the challenges and struggles the label faced in staying true to its 100% independent ethos.

“

The first four or five bands I signed were really good and touched people. It was a good time to get in on the record label game.

- FAT MIKE

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WHAT IS FAT WRECK CHORDS?



KEY DEMOGRAPHIC: Male | Ages 18-44

FAT BANDS have been featured on
VAN'S WARPED TOUR & TONY HAWK PRO SKATER

Fat Wreck Chords is an independent punk rock record label founded in 1991 by "Fat Mike" Burkett and his then girlfriend, future wife, and further-in-the-future ex-wife Erin Burkett.

Over the past 25+ years, Fat Wreck Chords has put out over 150 albums and 300 total releases, selling over one million records per year at its peak. A hugely influential part of the pop-punk explosion of the late 90s/early 2000s, Fat Wreck Chords brought punk music to larger and larger audiences through a hugely successful mail-order operation and a series of "Fat Music" label compilations.

A photograph of Fat Mike Burkett standing on a rooftop balcony. He is wearing a black jacket with a rainbow-colored patch on the sleeve, a chain necklace, and sunglasses. He has a mohawk hairstyle. In the background, there are buildings and a clear sky.

"FAT MIKE"

Fat Mike is an American musician, producer, lead vocalist and bassist for the punk rock band NOFX, as well as the President of Fat Wreck Chords, Owner of Motor Studios, founder of Punk Voter, and co-creator of the musical Home Street Home.

A photograph of Erin Kelly-Burkett standing in what appears to be a record store or warehouse. She is smiling and wearing a black top. Behind her are shelves filled with records and boxes. A sign in the background says "DISCOUNT \$5". A large red and white "FAT" logo is visible in the foreground.

ERIN KELLY-BURKETT

Erin Kelly-Burkett is the co-founder and vice president of Fat Wreck Chords. She runs day-to-day operations at the Fat Wreck Chords offices and is considered to be the facilitator of the business side of Fat Wreck.

FEATURED INTERVIEWS

Akihiro Namba / Bassist for Hi-Standard | NAMBA69

Laura Jane Grace / Singer of Against Me! | Emmy nominated host of AOL's Tru Trans

Chris Shiflett / Foo Fighters | ex-No Use For A Name | HBO's Sonic Highways

Jay Bentley / Bassist for Bad Religion | Early Epitaph employee

Joey Cape / Lagwagon | Bad Astronaut | Me First and the Gimme Gimmes

Mike Herrera / Guitar/vocals for MXPX

Rody Walker / Singer for Protest the Hero

Jason Heller / Senior Writer for The A.V. Club. | Writer for Pitchfork, NPR.org
Hugo Award-winning editor

A close-up portrait of Laura Jane Grace, looking slightly upwards and to the right with a thoughtful expression. She has long, dark, wavy hair.

LAURA JANE GRACE

SINGER OF AGAINST ME! | EMMY NOMINATED HOST OF
AOL'S TRUETRANS

A portrait of Chris Shiflett wearing a light-colored cowboy hat and a white t-shirt, smiling and looking off to the side. He is standing outdoors with green foliage in the background.

CHRIS SHIFLETT

FOO FIGHTERS | NO USE FOR A NAME
EMMY AWARD WINNING HBO'S SONIC HIGHWAYS

FEATURING INTERVIEWS WITH BAND MEMBERS FROM :

NOFX / FOO FIGHTERS / BAD RELIGION / RISE AGAINST / MXPX / H1STANDARD /
PROTEST THE HERO / FACE TO FACE / AGAINST ME! / ME FIRST AND THE GIMME
GIMMES / LAG WAGON / PROPAGANDHI / STRUNG OUT / GOOD RIDDANCE /
NO USE FOR A NAME / TILT / PENNYWISE / THE VANDALS / THE BOMBPOPS
LESS THAN JAKE / SWINGIN' UTTERS / TEN FOOT POLE / WAX
THE IMPLANTS / A WILHELM SCREAM / THE FLATLINERS / MASKED INTRUDER
GET DEAD / BAD COP BAD COP / TEENAGE BOTTLE ROCKET / RED CITY RADIO

PRODUCTION STILLS



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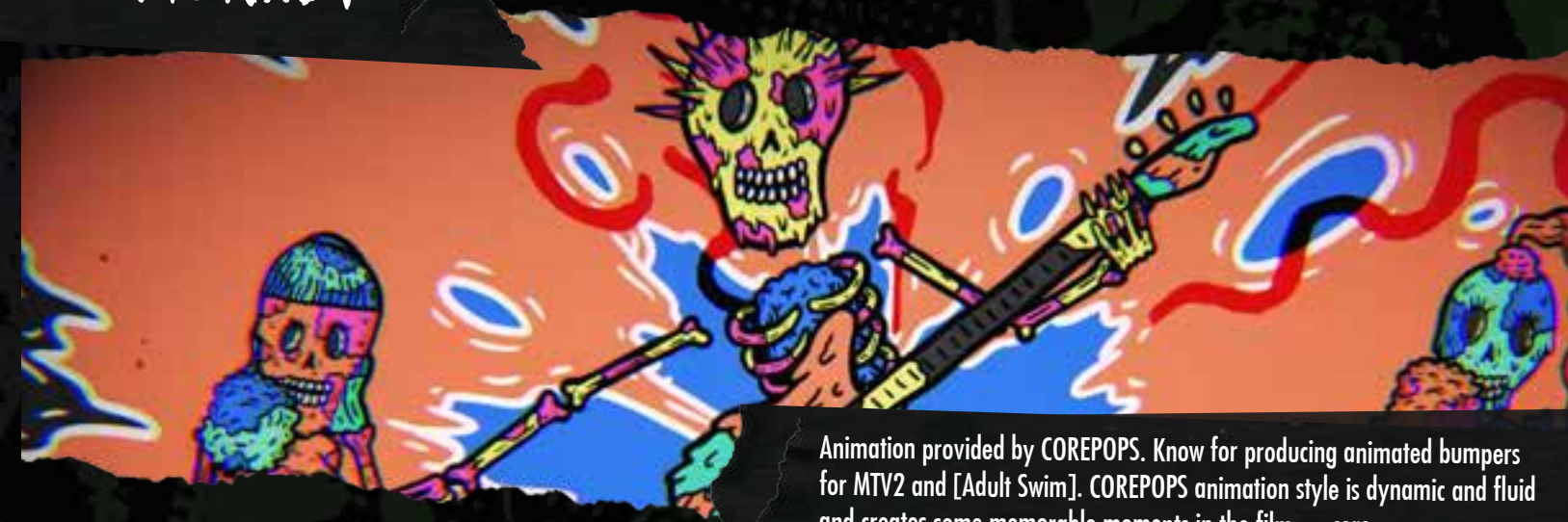
PUPPET RE-ENACTMENTS



Puppets created by Jennie Cotterill; mural artist for NBC's Parks and Recreation, background artist for [adult swim]'s Metalocalypse, and singer/guitarist for the Fat Wreck Chords band Bad Cop/Bad Cop. - jenniecotterill.com



ANIMATION



Animation provided by COREPOPS. Known for producing animated bumpers for MTV2 and [Adult Swim]. COREPOPS animation style is dynamic and fluid and creates some memorable moments in the film. - core-pop.com

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IN THE PRESS



f 706K likes

375K followers



f 228K likes
8K new per wk

341K followers
20K new per wk

40% of Traffic Social Media
Driven



f 25K likes

98K followers



f 25K likes

98K followers

4.6M views per
month



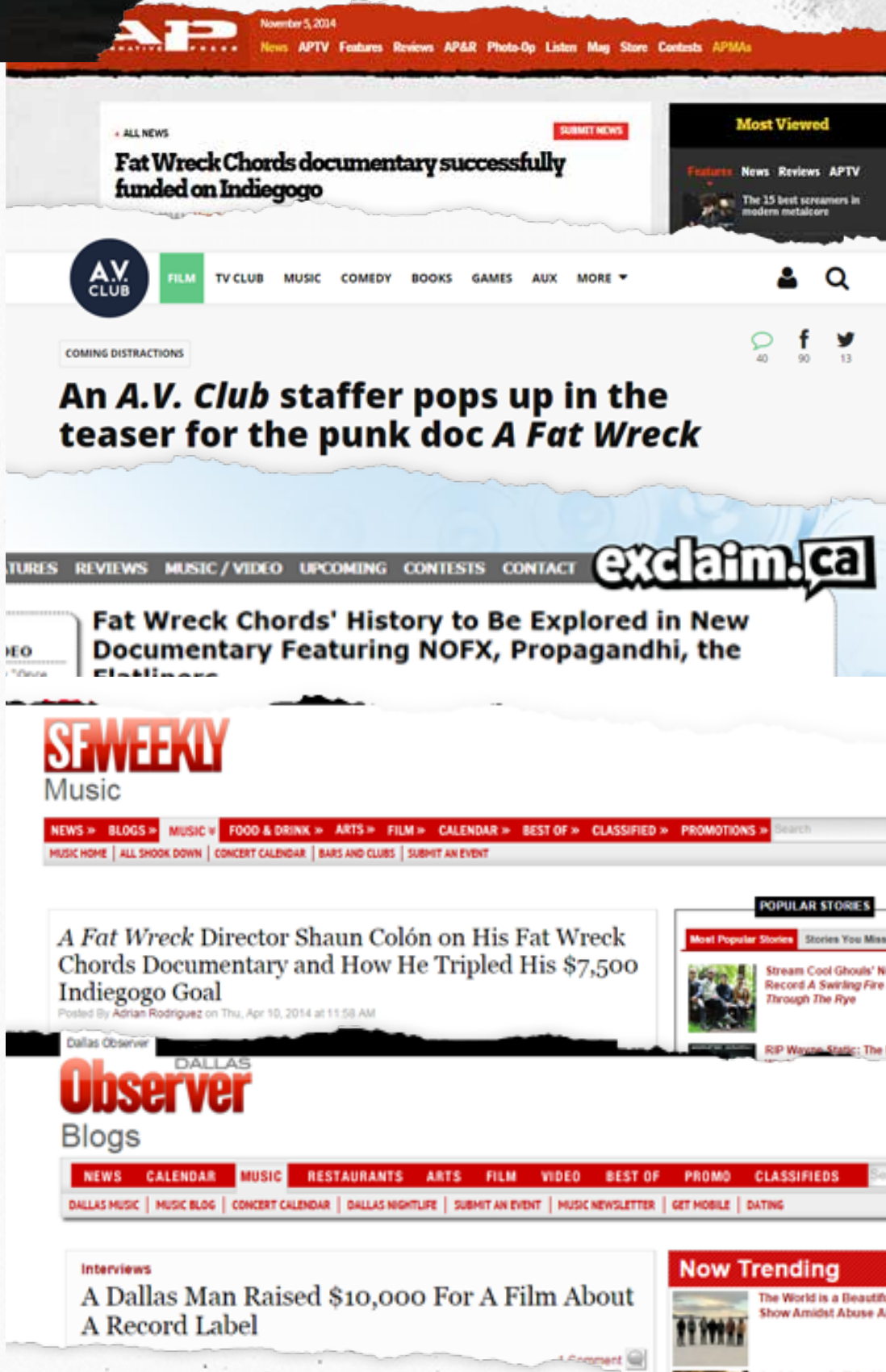
f 25K likes

98K followers

3.8M views per
month

A Fat Wreck
has also been
featured on

INTERNATIONAL PRESS



amass

PUNKCENTRALEN



INDIEGOGO. STATS

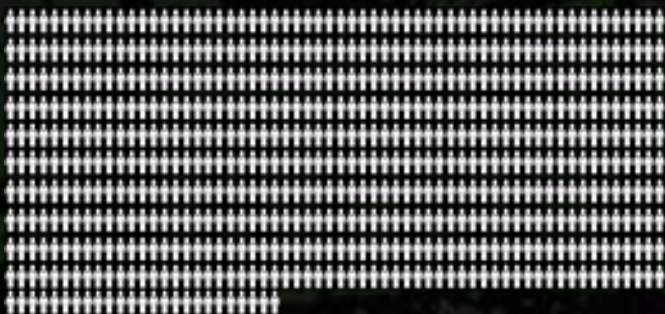
over
\$ 35,000

raised via crowdfunding

based on the project idea alone

404%

The indiegogo campaign reached over 400% of it's initial goal | The initial goal of \$7500 was met in just 24hrs!



825
contributors



Donations from over
20 COUNTRIES
WORLDWIDE

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0800

e: shaun@indiegogo.com

CREW



SHAUN COLON is the Owner/Operator of Open Ended Films and Dang! Studios, and the director of A Fat Wreck. Shaun lives in Dallas, Texas with his wife Jenni Woodson-Colon and their daughter Tessa. A Fat Wreck is his first feature film.

Shaun began work on A Fat Wreck in early 2013, intending to make a short film about Fat fandom. That project eventually grew to include a number of Fat Wreck Chords artists and punk luminaries, which shifted the film to a broader history. Thanks to a burst of publicity and an enthusiastic response from Fat fans, the successful April 2014 crowdfunding effort allowed the film to grow into its current length and form.



JOEL HERRERA / AUDIO / PRODUCER is a Full Sail University graduate and an award winning screenplay writer. A filmmaker since high school, Joel has served on many productions as a Producer, Director of Photography, and Sound Designer. Joel is also the Tracking Engineer at Dang! Studios, a recording studio based in Irving, TX, specializing in punk and ska. When not working you can find Joel on his drum set, pwning n00bs in Halo or watching a random horror movie on Netflix.



JUSTIN WILSON / DIRECTOR OF PHOTOGRAPHY / EDITOR / CO-PRODUCER is a filmmaker with a music background. After years of international touring with his bands, he served as Director of Photography, Editor & Co-Producer of Filmage: The Story of Descendents/All, which has screened all over the world. He also composed the film's score.

Between films, he directs music videos, most notably for The Polyphonic Spree, The Toadies & Riverboat Gamblers. Wilson has directed commercials for brands such as American Airlines, Neiman Marcus & Beachmint and co-created a webseries for Vans starring Oliver Peck. When he's not behind the camera or in an edit suite, he can be found traveling to the Pacific Northwest in search of inspiration.



GREG "THE CANADIAN" PRATT / LEAD WRITER has been writing about punk rock, hardcore, and heavy metal for 15 years for magazines and websites such as Alternative Press, Exclaim!, Revolver, bravewords.com, and many others. When he was 15, he had his life changed by Propagandhi and Lagwagon; he can still be found late at night clutching on to his cassette copy of How To Clean Everything (it's a white tape!). A newspaper editor by day, he currently lives in Victoria, BC, with his wife and two children.



IOANNIS (JOHN) HANSEN / PRODUCER insists to anyone who will listen that logistics, financial control, and quantitative efficiency analysis are "still pretty punk rock".

John has managed documentary/reality TV productions for a variety of channels, including HGTV, Cooking Channel, Travel Channel, and History. John also served as the post-production coordinator for HIT Entertainment, where he oversaw execution and delivery of North and South America home entertainment and theatrical releases for Thomas the Tank Engine, Barney, Bob the Builder, and other popular children's entertainment brands.

His most recent independent work was as the Assistant Director for "Dig", an official selection of the 2014 Sundance Film Festival and SXSW.

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CONTACT



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Film DETAILS

RUNNING
TIME

(*Post production)

ASPECT
RATIO

2.39 : 1 Widescreen

FORMAT

NTSC / PAL, DVD / Bluray /
HD Digital, color

SOUND

48kHz 24bit Stereo

SOCIAL MEDIA



afatwreck.com



facebook.com/afatwreck



[@afatwreck](https://twitter.com/afatwreck)



youtube.com/afatwreck

SOCIAL MEDIA STATS

Total Social Media Reach - 3MM+
A Fat Wreck Social - F - 5.7k | T - 2K

Fat Wreck Chords

T - 75k - https://twitter.com/fat_wreck
I - 62k - https://www.instagram.com/fat_wreck
F - 170k - <https://www.facebook.com/Fat-Wreck-Chords-111826664236/>

Akihiro Namba (H!-Standard)

T - 116k - <https://twitter.com/akihironamba>
I - 23k - <https://www.instagram.com/akihironamba/>

Fat Mike (Fat Wreck Chords / NOFX)

T - 103k - https://twitter.com/fatmike_of_nofx
I - 91k - <https://www.instagram.com/fatmikedude/>

Laura Jane Grace (Against Me!)

T - 76k - <https://twitter.com/LauraJaneGrace>
I - 73k - <https://www.instagram.com/laurajaneGrace>

Chris Shiflett (Foo Fighters)

T - 31k - <https://twitter.com/ChrisShiflett71>
I - 61k - <https://www.instagram.com/shifty71>

Jay Bentley (Bad Religion)

T - 26k - https://twitter.com/jay_bentley
I - 12k - <https://www.instagram.com/jaybentleys>

Joey Cape (Lagwagon)

T - 24k - <https://twitter.com/joeycape>
I - 16K - https://www.instagram.com/joey_the_caper/
F - 36K - <https://www.facebook.com/joeycape/>

Mike Herrera (MXPX)

T - 19K - <https://twitter.com/mikeherreratD>
I - 19K - <https://www.instagram.com/mikeherreratd/>

Rody Walker (Protest The Hero)

T - 14k - <https://twitter.com/jrodywalker>
I - 8k - <https://www.instagram.com/rodywalker>

NOFX

T - 9K - <https://twitter.com/nofxband>
I - 111k - <https://www.instagram.com/nofx/>
F - 1 Million + - <https://www.facebook.com/NOFX/>

LAGWAGON

T - 30k - <https://www.facebook.com/lagwagon/>
I - 22k - <https://www.instagram.com/lagwagon1989/>
F - 212k - <https://www.facebook.com/lagwagon/>

PROPAGANDHI

T - 16k - <https://www.facebook.com/Propagandhi/>
I - 7k - https://www.instagram.com/propagandhi_official/
F - 155k - <https://www.facebook.com/Propagandhi/>

GOOD RIDDANCE

T - 3k - https://twitter.com/gr_punk
I - 8k - <https://www.instagram.com/goodriddance/>
F - 73K - <https://www.facebook.com/goodriddance/>

STRUNG OUT

T - 20k - <https://twitter.com/StrungOut>
I - 13k - <https://www.instagram.com/strungout/>
F - 122k - <https://www.facebook.com/strungout/>

PROTEST THE HERO

T - 30k - <https://twitter.com/ProtestTheHero>
I - 18k - <https://www.instagram.com/protestthehero/>
F - 346k - <https://www.facebook.com/protestthehero/>



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