

PEACE ARCH ENTERTAINMENT GROUP INC

Form 6-K

November 06, 2008

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C., 20549**

**FORM 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15D-16**

**UNDER THE SECURITIES EXCHANGE ACT OF 1934**

For the month of November, 2008

PEACE ARCH ENTERTAINMENT GROUP INC.

(Translation of Registrant's name into English)

1867 Yonge Street, Suite 650, Toronto, Ontario M4S 1Y5

(Address of principal executive office)

[Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F

Form 40-F

[Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes

No

This Form 6-K shall be incorporated by reference into the Registration Statement on Form S-8 (File No. 333-134552) and any other Registration Statement filed by the Registrant which by its terms automatically incorporates the Registrant's filings and submissions with the SEC under Sections 13(a), 13(c) or 15(d) of the Securities Exchange Act of 1934.

(If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):

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**For Immediate Release**

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**Peace Arch® Entertainment Announces North American**

**Theatrical Release of Critically Acclaimed**

**"JCVD" Starring Jean-Claude Van Damme**

Toronto November 6, 2008 -- Peace Arch® Entertainment Group Inc. (AMEX:PAE - [News](#)) (Toronto:PAE.TO - [News](#)) announced today the North American theatrical release of the critically acclaimed action-comedy JCVD starring Jean-Claude Van Damme. Peace Arch Home Entertainment LLC, the U.S. home entertainment company jointly owned by Peace Arch and ContentFilm plc (AIM:CFL), acquired the picture this August following the its successful premiere at this year's Cannes Film Festival. JCVD launches its North American theatrical release November 7, 2008 in New York City at the Angelika Film Center and AMC Empire theatres. The film will open in additional markets including L.A, Chicago, Boston, Philadelphia, Houston, Washington D.C., San Francisco, San Diego, Berkeley, San Jose, Sacramento, Seattle, Austin, San Antonio, Dallas, Denver, Philadelphia, Portland, Pittsburg, Columbus, Toronto, Vancouver and Montreal, beginning November 14<sup>th</sup>.

JCVD and its star have garnered widespread international acclaim. Lisa Schwarzbaum from Entertainment Weekly said Van Damme is by turns funny, nimble, knowing, gracious, and kickass and Ty Burr of the Boston Globe said the film forces you to consider the star in a whole new light. Canada's National Post has stated It is a marvelous bit of movie-making and Variety has declared Van Damme is Back!

The critical and public response to this film was outstanding at both the Cannes and Toronto festivals, commented Mark Balsam, President of U.S. Distribution for Peace Arch Entertainment. We are confident that this film will resonate with both core Van Damme fans as well as movie lovers everywhere. It has something for everyone.

"JCVD" is an action-packed, comedic satire of the life of movie hero Jean-Claude Van Damme. Playing himself, Jean-Claude is out of money, fighting for custody of his daughter and losing every good action role to Steven Seagal. In an attempt to escape, the aging star walks away from his shrinking spotlight and returns home to his native Brussels. But when he is thrown into a real-life hostage situation, everyone sees a side of Van Damme they've never seen before as he takes on the police battles the perpetrators and creates a media firestorm that captures the attention of the world.

JCVD is the eighth film to be theatrically released by Peace Arch in the U.S. over the past year and follows the success of the recent "Goal 2: Living The Dream," the music biopic "What We Do Is Secret," and the June release of road film "The Go-Getter." Earlier releases include the dark comedy "The Babysitters," the controversial drama "Chapter 27," the hostage drama "Towards Darkness," and the award-winning romantic comedy "Delirious."

### **About Peace Arch® Entertainment Group Inc.**

Peace Arch Entertainment produces and acquires feature films, television and home entertainment content for distribution to worldwide markets. Peace Arch is one of the leading independent theatrical and home entertainment distributors in North America, and owns one of the largest libraries of top quality independent feature films in the world, featuring more than 1,000 classic and contemporary titles. For additional information, please visit [www.peacearch.com](http://www.peacearch.com).

### **About ContentFilm plc**

ContentFilm plc (AIM: CFL) is a pre-eminent owner of media rights supported by strong film, TV and digital sales divisions. Further information on the Company and details of the individual titles that make up the Company's available library is at: [www.contentfilm.com](http://www.contentfilm.com).

### **Forward-Looking Statements**

This press release includes statements that may constitute forward-looking statements, usually containing the words "believe," "estimate," "project," "expect," or similar expressions. These statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements inherently involve risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. Factors that would cause or contribute to such differences include, but are not limited to, that the corresponding restatement of the Company's financial statements may change based upon the Audit Committee's ongoing analysis, that the Company's ability to file required reports timely with the Securities and Exchange Commission will be impaired, that potential claims or proceedings may arise relating to such matters, that the Audit Committee in consultation with the Company's independent public accounting firm will determine that the proper accounting differs from the accounting treatment upon which the assumptions and forward looking statements in this release are based and other risks detailed in the Company's periodic report filings with the Securities and Exchange Commission. By making these forward-looking statements, the Company undertakes no obligation to update these statements for revisions or changes after the date of this release.

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## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Peace Arch Entertainment Group Inc.  
(Registrant)

Date November 6, 2008

By "Mara Di Pasquale"

(Signature)\*

Mara Di Pasquale, Chief Financial Officer

\*Print the name and title under the signature of the signing officer.

## GENERAL INSTRUCTIONS

**A.**

**Rule as to Use of Form 6-K,**

This form shall be used by foreign private issuers which are required to furnish reports pursuant to Rule 13a-16 or 15d-16 under the Securities Exchange Act of 1934.

**B.**

**Information and Document required to be Furnished,**

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Subject to General Instruction D herein, an issuer furnishing a report on this form shall furnish whatever information, not required to be furnished on Form 40-F or previously furnished, such issuer (I) makes or is required to make public pursuant to the law of the jurisdiction of its domicile or in which it is incorporated or organized, or (ii) files or is required to file with a stock exchange on which its securities are traded and which was made public by that exchange, or (iii) distributes or is required to distribute to its security holders.

The information required to be furnished pursuant to (I), (ii) or (iii) above is that which is material with respect to the issuer and its subsidiaries concerning: changes in business; changes in management or control; acquisitions or dispositions of assets; bankruptcy or receivership; changes in registrant's certifying accountants; the financial condition and results of operations; material legal proceedings; changes in securities or in the security for registered securities; defaults upon senior securities; material increases or decreases in the amount outstanding of securities or indebtedness; the results of the submission of matters to a vote of security holders; transactions with directors, officers or principal security holders; the granting of options or payment of other compensation to directors or officers; and any other information which the registrant deems of material importance to security holders.

This report is required to be furnished promptly after the material contained in the report is made public as described above. The information and documents furnished in this report shall not be deemed to be "filed" for the purpose of Section 18 of the Act or otherwise subject to the liabilities of that section.

If a report furnished on this form incorporates by reference any information not previously filed with the Commission, such information must be attached as an exhibit and furnished with the form.

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**C.**

**Preparation and Filing of Report**

This report shall consist of a cover page, the document or report furnished by the issuer, and a signature page. Eight complete copies of each report on this form shall be deposited with the Commission. At least one complete copy shall be filed with each United States stock exchange on which any security of the registrant is listed and registered under Section 12(b) of the Act. At least one of the copies deposited with the Commission and one filed with each such exchange shall be manually signed. Unsigned copies shall be conformed.

**D.**

**Translations of Papers and Documents into English**

Reference is made to Rule 12b-12(d) [17 CFR 240.12b-12(d)]. Information required to be furnished pursuant to General Instruction B in the form of press releases and all communications or materials distributed directly to security holders of each class of securities to which any reporting obligation under Section 13(a) or 15(d) of the Act relates shall be in the English language. English versions or adequate summaries in the English language of such materials may be furnished in lieu of original English translations.

Notwithstanding General Instruction B, no other documents or reports, including prospectuses or offering circulars relating to entirely foreign offerings, need be furnished unless the issuer otherwise has prepared or caused to be prepared English translations, English versions or summaries in English thereof. If no such English translations, versions or summary have been prepared, it will be sufficient to provide a brief description in English of any such documents or reports. In no event are copies of original language documents or reports required to be furnished.