

FREESTYLE DIGITAL MEDIA RELEASES FOREIGN DRAMATIC FEATURE "SIRA"

Feminist Tale of Survival from Northern Africa's Sahel Region Sets Digital Debut for U.S. VOD Platforms and DVD on May 7, 2024

LOS ANGELES, CALIFORNIA, UNITED STATES, May 7, 2024 /EINPresswire.com/ -- Freestyle Digital

“

Every citizen can fight terrorism, and the women in my story show self-sacrifice for the common good. Our responsibility is to defend ourselves and put an end to those who'd to destroy our countries.”

Filmmaker Apolline Traoré

Media, the digital film distribution division of Byron Allen's Allen Media Group, has just released the foreign dramatic feature SIRA, which is now available to rent/own on all U.S. digital HD internet, cable, and satellite platforms, as well as on DVD, starting on May 7, 2024.

SIRA is the story of a young nomad named Sira, who, after a brutal attack, refuses to surrender to her fate without a fight and instead takes a stand against Islamist terror. SIRA follows the journey of a beautiful young Peul girl, Sira, and her tribe cross Northern Africa's Sahelian desert to take refuge in her fiancé's village. In the middle of the journey,

Sira sees her tribesmen violently massacred. After being humiliated by Sira, the chief, Yéré, decides to kidnap her and leaves her for dead in the middle of the desert. Sira is left to face her survival instinct alone. She gradually organizes herself and makes contact with one of the camp's kidnapped prostitutes, Kemi, who risks her own life for her freedom and Sira's survival. Meanwhile, her devastated fiancé Jean Sidi doesn't believe she's dead and sets out to find her, risking her own life in the process. One distressing situation followed another, and one last person helped her to escape is Karim, an undercover soldier. But Sira wants more than just to escape, she also wants revenge.

Written and directed by Apolline Traoré, SIRA was produced by Denis Cougnard and Apolline Traore. SIRA has already achieved strong box office success in French-speaking Africa, and was the official submission of the nation of Burkina Faso for the 'Best International Feature Film' category of the 96th Academy Awards in 2024. SIRA won the Berlin International Film Festival's Panorama Audience Award for Feature Film and also won African Movie Academy Awards for Best Director (Apolline Traoré) and Best Sound (Vianney Aube). SIRA's cast features Nafissatou Cisse ('Sira'), Mike Danon ('Moustapha'), and Lazare Minoungou ('Yéré').

“Every citizen can, in his or her own way, fight terrorism, and the women in my story show self-sacrifice for the common good.” says filmmaker Apolline Traoré.

“Countries shaken by all these tragedies must not give in, nor give up. Our responsibility is to defend ourselves, to do whatever is necessary to put an end to the actions of those who want to destroy our countries and the harmony that used to reign in them.”

Freestyle Digital Media negotiated the deal to acquire SIRA directly with producer Denis Cougnaud of Araucania Films and Wide Management, the film's distributor, in collaboration with Pap Boye and Marco Urizzi.

About Freestyle Digital Media

The digital distribution unit of Byron Allen's Allen Media Group, Freestyle Digital Media, is a premiere multi-platform distributor with direct partnerships across all major cable, satellite, digital and streaming platforms. Capitalizing on a robust infrastructure, proven track record, and a veteran sales team, Freestyle Digital Media is a true home for independent films. Recent releases include THE ROAD DOG starring comedian Doug Stanhope, SURVIVE starring HBO's GAME OF THRONES star Sophie Turner and Corey Hawkins, the music documentary profiling blues guitar legends Jimmie Vaughan and Stevie Ray Vaughan, BROTHERS IN BLUES, DEAR ZOE starring Sadie Sink from the hit Netflix series STRANGER THINGS, Jessica Capshaw and Theo Rossi. Other Freestyle Digital Media titles include BEST SUMMER EVER the teen musical featuring a fully integrated cast and crew of people with and without disabilities, produced by Jamie Lee Curtis, Maggie Gyllenhaal, Mary Steenburgen and Ted Danson, THE WEDDING YEAR starring Sarah Hyland and Anna Camp, THE LAST PHOTOGRAPH starring Danny Houston, UNTOGETHER starring Jamie Dornan, Jemima Kirke, Ben Mendelsohn, Alice Eve and Billy Crystal, the action-comedy BETTER START RUNNING starring Academy Award-winner Jeremy Irons and Maria Bello, THE BACHELORS starring Academy Award-winner J.K. Simmons, Julie Delpy and Odeya Rush and the award-winning documentary HONDROS produced by Jamie Lee Curtis and Jake Gyllenhaal.

For more information, visit:

www.allenmedia.tv

www.freestyledigitalmedia.tv

Eric Peterkofsky / Kori Gutierrez
Allen Media Group



The foreign dramatic feature SIRA is now available to rent/own on all U.S. digital HD internet, cable, and satellite platforms, as well as on DVD, starting on May 7, 2024

eric@es.tv, kori@es.tv

This press release can be viewed online at: <https://www.einpresswire.com/article/709369008>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.