

# FREESTYLE DIGITAL MEDIA RELEASES MUSIC DOCUMENTARY 'HOW TO BREAK A WORLD RECORD'

*Music-Focused Documentary Sets Digital Debut for North American VOD Platforms and DVD on June 25, 2024*

LOS ANGELES, CALIFORNIA, UNITED STATES, June 25, 2024 /EINPresswire.com/ -- Freestyle Digital Media, the digital film distribution division of Byron Allen's Allen Media Group, has released the

“

We knew attempting a world record would be a challenge, but we had no idea the amount of twists and turns that we'd run into along the way. I'm proud that we take viewers with us through every step.”

*Stephen Oliver*

documentary HOW TO BREAK A WORLD RECORD, which is now available to rent/own on all North American digital HD internet, cable, and satellite platforms, as well as on DVD, starting on June 25, 2024.

The documentary HOW TO BREAK A WORLD RECORD follows a rock band (Brother Oliver) with a propensity to create their own adventures as they attempt to bring a mandolin Guinness World Record from India to their hometown in Greenville, South Carolina. Acting simultaneously as bandmates, record-breakers, entertainers, and filmmakers -- the band Brother Oliver

and their crew spend a year preparing for and executing an attempt to bring down a record that had stood for 5 years prior. Along the way, they discover it's far more challenging than they had ever imagined, and there's suddenly a lot riding on their ability to succeed in this one-of-a-kind documentary film.

Guinness World Records has been the authority in this space for nearly a century. Despite the wild popularity and historical significance of the brand, there are very few, if any, feature documentaries highlighting the entire process and struggle behind what it takes to achieve world record holder status. That, combined with the rock and roll personas of the bandmates and their own storied background in the world of music entertainment, creates a compelling viewer experience—a uniquely inviting look into the lives of musicians as they work to accomplish the impossible.

HOW TO BREAK A WORLD RECORD was co-directed, co-written, and co-produced by Andrew P. Oliver & Dan Johnson in association with Forthright Records, and features Stephen Oliver,

Andrew P. Oliver, Dan Johnson, Jimmy Matthews, and Dakota Parler as themselves.

“We knew attempting a world record would be a challenge, but we had no idea the amount of plot twists and turns that we would run into along the way,” said Stephen Oliver. “We put it all on the line, and when the dust finally settled, we knew we had something special to share. It was a journey I’ll never forget, and I’m proud that HOW TO BREAK A WORLD RECORD will take viewers with us through every step.”

Freestyle Digital Media negotiated the deal to acquire HOW TO BREAK A WORLD RECORD through Alex Nohe at Blood Sweat Honey.

HOW TO BREAK A WORLD RECORD trailer:  
[www.youtube.com/watch?v=t0gZhQ2v4dQ](http://www.youtube.com/watch?v=t0gZhQ2v4dQ)

HOW TO BREAK A WORLD RECORD website:  
[www.howtobreakaworldrecord.com](http://www.howtobreakaworldrecord.com)

#### 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:



Freestyle Digital Media has just released the documentary HOW TO BREAK A WORLD RECORD, now available to rent/own on all North American digital HD internet, cable, and satellite platforms, as well as on DVD, starting on June 25, 2024

[www.allenmedia.tv](http://www.allenmedia.tv)

[www.freestyledigitalmedia.tv](http://www.freestyledigitalmedia.tv)

Eric Peterkofsky

Allen Media Group/Freestyle Digital Media

eric@es.tv

---

This press release can be viewed online at: <https://www.einpresswire.com/article/722663412>

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.