Red, White, Black & Blue is a film documenting the ICEF rugby programs tour of New Zealand and will premier at the Idyllwild Cinemafest on January 13, 2013.

The Inner-City Education Foundation rugby program reaches over 300 boys and girls from the South Los Angeles area. Run by Stu Krohn, who coached internationally and at the Santa Monica Rugby Club, where he won two national DI championships, the ICEF offers playing and travel opportunities to kids who might not normally get those opportunities.

Shot in Los Angeles and New Zealand, the documentary follows 38 ICEF high school boys and girls on their tour of New Zealand, where they play against kids of their own age, but different backgrounds, and steeped in the tradition of the game.

The ICEF players often come from somewhat disadvantaged backgrounds, and the tour opened many eyes to the world outside of South LA. One player on the tour remarked that growing up in the city, he'd hardly ever seen stars, and yet in New Zealand night time was awash with thousands of them.

Krohn is a producer for the film, which was directed by New Zealander James Brown.

Marshall Smith of the Idyllwild Town Crier wrote:

In the film, New Zealand-based director James Brown and American producer Krohn interweave rugby matches with personal interviews and commentary with the key players. Music also serves as a linking device between two cultures as Maori and African American players share their personal music and pregame chants.

This was just one of a series of tours for the ICEF program.

Ex Mayor of LA, Richard Riordan, is the ICEF board director and he committed to matching

funds raised by the end of 2012 to help fund these trips. The ICEF goal was $75,000, and they have raised $86,000 so far.

Krohn plans to take 7s teams to Beijing and Shanghai, and then the Hong Kong 7s. They will also play at the Las Vegas Invitational in Las Vegas in February.

A trailer for the film can be seen here.
www.redwhiteblackandbluemovie.com