

PRESS RELEASE

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margelit.hoffman@gmail.com

## Allentown Film Production Company Keeps It Local

Hoffman Productions, Inc., a local film production company based in Allentown, is shooting their film *The A.R.K. Report* this week in Allentown, Easton, and Lansford. The short science fiction film is based on an academic research paper by Harry Moskoff about the whereabouts of the biblical ark of the covenant, and is funded by Moskoff Media, Ltd. "*The A.R.K. Report* is basically a science fiction, noir version of Indiana Jones," says the film's director, Shmuel Hoffman.

Hoffman considered shooting the film in NYC, Toronto, and Jerusalem, but in the end decided to keep it local and film it in the Lehigh Valley region, where he and his family reside. Production will take place Monday, October 15th through Wednesday, October 24th at the No. 9 Mine in Lansford, the abandoned Silk Mill in Easton, and under the 8th St. bridge in Allentown. "We've found that hiring people locally is easier than competing for talent with so many other production companies in New York," says Hoffman, who produces films and commercials locally and internationally.

Moskoff's "A.R.K. Report" is a research paper proposing a new theory on the location of the ark of the covenant. The *A.R.K. Report* film is based on Moskoff's paper, and takes its name from it. The film takes place in the future, and follows a young woman who stumbles across her personal destiny as the only one who can find the ark and keep it out of the hands of a children's army that wants to use it for evil. Although it is a scripted film, *The A.R.K. Report* will include interviews with reputable authorities in archaeology, history, politics, and religion.

*"One of my most important goals for this particular project is to produce a work that will not only inform and entertain, but vis-a-vis the Ark - and other biblical artifacts - will also gain relevance in the realm of public opinion,"* stated Moskoff.

Once the film is released, Hoffman and Moskoff plan to take it to film festivals worldwide. Though Moskoff is a native of Toronto, in Canada, and Hoffman himself is from Berlin, Germany, Hoffman's wife grew up on the south side of Allentown. "It has been very important to us to give back to the community that gives us so much, to provide jobs locally, and to draw attention to the beautiful area we live in," Hoffman stated.