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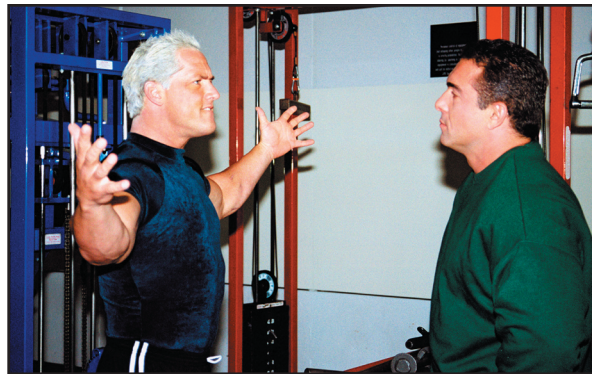
International

As featured in Robert Kennedy's "Muscle News" section of the April 2004 issue of *MuscleMag International*

THE CINEMATIC HEIR APPARENT TO *PUMPING IRON*

I FBB pro bodybuilder **Dennis Newman** is just one of the many familiar faces that will be appearing in *No Pain, No Gain*, billed as the first full-length motion picture since *Pumping Iron* to take a serious look, through a fictionalized account, at the art of bodybuilding. He will co-star in the movie, more than five years in the making, opposite the film's star, rising bodybuilder **Gus Malliarodakis**. A talent agent identified Newman as a possibility for the key role - he auditioned over the phone and within a day was appearing in front of the camera.

I spoke to Jennifer Garnick, the media contact for the film, when it was in post-production. (The movie will probably have been finished shortly before this issue hit the newsstands and will have been officially entered in film festivals around the world.) A three-minute film teaser made its debut to capacity crowds at the **2003 Olympia weekend** in conjunction with the Mr. Olympia prejudice and finals and the Ms. Olympia finals. How was the debut received? "The crowd absolutely loved the trailer," Garnick enthuses. "The film has received tremendous support from the bodybuilding and fitness industry - from Gold's Gym and the Charles



Dennis Newman with Gus Malliarodakis

Atlas Corporation in particular." These companies co-sponsored the talent search for bodybuilders, fitness and figure models to appear in the movie as extras. Among the search's winners were *American Curves* model **Carmen Garcia**.

Others making appearances in the film are personal trainer and fitness model **Toni**

Ferrari, who many will recognize from last summer's reality TV series, *Paradise Hotel*; **Julie Strain**, B-movie queen and former Penthouse Pet of the Year; **Jill Mills**, two-time winner of the World's Strongest Woman competition; and **Emeric Delczeg**, a Masters Mr. Olympia competitor many times over.

Producer/director **Sam Turcotte** wanted to make this movie because he "wants to overcome the misconception as bodybuilders as dumb," explains Garnick. Turcotte feels much the same way I did more than 30 years ago before I started up *MuscleMag*.

The film trailer can be viewed at the movie's official Web site, www.no-pain-no-gain.com. Watch for more details of the film in upcoming issues.