

# MUSCLEMAG

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## HOLLYWOOD STILL HUNGRY FOR MUSCLE

by Irvin J. Gelb

The long-awaited new film about bodybuilding, "No Pain No Gain" ([www.no-pain-no-gain.com](http://www.no-pain-no-gain.com)), had a private screening for the industry at the American Film Market. The film's stars, including Gus Malliarodakis and Dennis Newman, were present among with the film's writer/producer/director Samuel Turcotte. Champion Nutrition played an important role in the film, providing shakes and other products for the crew during the filming. Many Champion product placements occur in the film. Even the name of the main character, Mike Zurillo, played by Malliarodakis, was a spin-off of Champion's real-life founder/president Mike Zumpano's name.

**Not since "Pumping Iron" has there been a film about bodybuilding, and now, with Arnold becoming governor, the sport is being elevated to a new level of awareness with the general public.**

The film is a tongue-in-cheek story about a former champion bodybuilder who is obsessed with discovering the ultimate steroid-free way to build the perfect physique. His journey takes him to the bodybuilding mecca city of Los Angeles where he faces competition from current champion Jake Steel played by Dennis Newman. Newman steals every scene he's in and leaves you wanting to see more of him. His film career will be booming with the release of this film.

**"No Pain, No Gain" is full of memorable quotes like "Bodybuilding is a science and an art" and "Your mind is in charge of your body and you are in charge of your mind."**

"No Pain, No Gain" was accepted into the Palm Beach International Film Festival and the Houston International Film Festival. Turcotte said he wanted to do a film that broke down barriers of what he feels is the "most misunderstood sport." Not since "Pumping Iron" has there been a film about bodybuilding, and now, with Arnold becoming governor, the sport is being elevated to a new level of awareness with the general public.

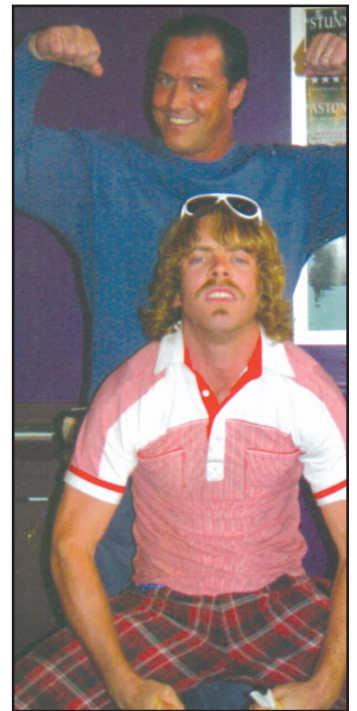
Turcotte incorporated one of the most famous icons of bodybuilding, Charles Atlas ([www.charlesatlas.com](http://www.charlesatlas.com)), into the film. The first animated version of Atlas for the opening scenes transition into scenes of modern-day bodybuilding. To ingrain the heart and soul of pure bodybuilding into the film, Turcotte gave copies of A&E's biography of Charles Atlas to the cast as required viewing. One of the bodybuilders in a scene filmed at Gold's, which was changed to "Mekka Gym" for the film, says: "The world has gotten totally out of control. Where's Charles Atlas when we need him?"



L to R: Gus Malliarodakis, Mike Zumpano and Dennis Newman



L to R: Director Samuel Turcotte, Newman and Malliarodakis



Newman clowning with Joe Hursley

"No Pain, No Gain" is full of memorable quotes like "Bodybuilding is a science and an art" and "Your mind is in charge of your body and you are in charge of your mind." Perhaps a wishful thought was the contract amount of \$1.5 million for a three-year deal with a supplement company as the prize for winning a contest in the film. Is this movie a look into the future? Well, perhaps not, but it was enjoyable anyway.