



A New Role for Women in The Martial Arts Film World

New Age Media Concepts, November 05, 2004

URL: <http://www.pr9.net/ent/movies/1309november.html>

The New First Lady of Martial Arts Entertainment is about to make history with the "Black Salt" film and video game project

PR9.NET November 05, 2004 - Aries Carmona is the Lady at the helm of a bold new project. She has assisted in the production of Fox Television's "The Next Great Champ", NBC Television's "The Other Half" and Galavision's "Nosotros", so what's next for this bright young talent. Well she has been working on a project for over two years and it looks like it's ready to blossom. She is the creator of a very interesting concept, it's called "Black Salt" and it's a project that entails the production of a film, video game and animated martial arts series.

Now, it's not just any martial arts project, this one is gearing up to be one of the most controversial martial arts films in recent history as its setting is in the Shaolin Temple and its characters are of diverse multicultural backgrounds. Now if that doesn't intrigue you enough, there will be several female characters as well. With the Hispanic and African American consumers having more of an impact on retail spending in the United States, the "Black Salt" project is prime to take advantage of that market.

There has been a surge in action packed martial arts related films that have hit the market over the past few years. It's not like it was when the likes of Steven Seagal and Jean Claude Van Dam dominated the market. Moviegoers and action film and video game aficionados are looking for something new and fresh, something not as bloody as "Kill Bill" and not with subtitles like "Hero", both films by Quentin Tarantino.

So what are they looking for?

Based on recent trends they seem to be looking for something that is heavily action packed but with positive role models attached to them. When Bruce Lee was introduced to the world through his most well known film "Enter the Dragon", released by Warner Brothers, there was a phenomenon that began, he was the first Asian to become a true international megastar, it was alright to have his poster on the wall without parents objecting, he was the ultimate role model for millions of people worldwide. Aries Carmona hopes to bring back some of those positive role models to the youth of our country through "Black Salt". She hopes to connect with the ever growing multicultural community like never before and based on the outline for "Black Salt" it looks like it's going to happen.

With the guidance of Ratti Entertainment Group's Owen Ratliff, Aries Carmona just may make history by being one of the first, if not the first female creator of a major martial arts film and video game series. This just may gear up to be the ultimate anti-drug campaign, with the looks of things it's just in time.

The "Black Salt" project, through its agency New Age Media Concepts, is looking to forge strong working relationships with advertisers, sponsors and advertising agencies worldwide. For more information contact New Age Media Concepts at 888-463-9237. For more information on "Black Salt" or Aries Carmona go to www.blacksaltfilm.com

Look for "Black Salt" as it will be featured in the next issue of Action Martial Arts Magazine.

###

About New Age Media Concepts

New Age Media Concepts is one of the premiere and most innovative advertising and marketing companies in the United States today. Providing clients with media planning, public relations, crisis management and creative development services. Catering to small and large companies both publicly and privately held.

Phone: 888-463-9237
Website: <http://www.namct.com>
E-Mail: info@namct.com