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✉ **ApolloProMedia fund to back Borderline**

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📦 **Martin Blaney in Berlin** 07 January 2002 19:07

Evelyn Purcell's psychological thriller *Borderline*, starring Gina Gershon (*Driven*) and Chris Noth (*Sex And The City*), is to be backed by the German ApolloProMedia private film fund.

This is the second feature to be backed by the new fund after it committed to back Michael J. Bassett's Untitled Great War Project which wrapped on location near Prague shortly before Christmas for UK-based Film & Music Entertainment Ltd (F&ME).

ApolloProMedia is intending to put up \$3.4m of *Borderline's* \$ 3.7m budget (it expects to have contributed 80% of the \$3.45m budget for Bassett's film) and reports that one quarter of the production costs have already been recouped through a pre-sale to the US pay-TV channel HBO, while the film's production partner and sales company Brad Krevoy's MPCA has also provided a sales guarantee covering 70% of the budget.

According to its prospectus, the fund aimed to raise Euros 2.5m from private investors by the end of last year and is looking to collect another Euros 22.5m this year to invest a total of Euros 25m in the production of at least five international co-productions with theatrical potential in selected territories.

Although ApolloProMedia is operating according to the blind pool concept, it is possible that the fund will also collaborate in future with F&ME and MPCA on further projects currently under discussion.

ProMedia's sister fund ApolloMedia 5 previously worked with Krevoy's MPCA on the Cuba Gooding Jr comedy *Boat Trip* (which was also backed by another German fund International West Pictures IWP), while F&ME's German mother company F.A.M.E. has concluded a non-exclusive co-operation agreement to advise the fund on the selection and monitoring of productions.

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CASINO ROYALE
Bond is back in a wildly successful mix of heart-thumping action, strong characterisation and gritty realism, says Allan

