

FOR IMMEDIATE RELEASE

Media Contact:

Saul Markowitz, President, Markowitz Communications

saul@markowitzcommunications.com / 412-977-8517 (cell)



"The movie is wild — a frantic *It's Always Sunny in Philadelphia* meets the 'Fishes' episode of *The Bear*..." — Conor Orr *Sports Illustrated*

UNBILLIEVABLE! The Movie Scores Big

The little movie that could is officially going nationwide

Buffalo, New York, Sept. 15, 2025— *UNBILLIEVABLE! The Movie*, a raucous indie comedy born in Buffalo has been acquired by Santa Monica-based distributor Buffalo 8—who has set a national digital release for **October 24** on Amazon and Verizon Fios with additional platforms to be added. The digital release follows a theatrical run at Regal Cinemas where it drew enthusiastic audiences and highlighted the power of community-driven filmmaking.

A Buffalo Story at Its Core

The project was born during the COVID-19 pandemic, when **Scott Rubin** — the longest-serving Editor-in-Chief in *National Lampoon* history — returned to his hometown of Buffalo and teamed up with local filmmaker **J. Garrett Vorreuter** and producer **Gregory Lamberson**. "I wanted to tell a story about our city, and Garrett wanted the same — to capture its odd, unique spirit," said Rubin. "We started jamming and very quickly it became apparent that our obsession with our sports teams defines us. Buffalo has endured more near-misses than almost any city — four straight Super Bowl losses, two Stanley Cup Finals, losing its NBA franchise, even the 1921 NFL Championship on a technicality — and yet the loyalty never fades. That passion, that resilience, that generational insanity is what this movie is about."

Vorreuter added, "We had almost no budget, so we relied on grit and community support. From the old Rockpile stadium to the airport, people opened their doors to us. That generosity turned a microbudget into a full feature. That's Buffalo — resourceful, determined, and proud."

Independent Spirit, Buffalo Grit

"The beauty of shooting a film below the poverty line is freedom," Rubin continued. "No committees, no studio notes — just the chance to take risks, get weird, and make something as unpredictable and passionate as the fans themselves."

Buffalo 8's Head of Distribution **Nikki Stier Justice** shares, "We're excited to bring UNBILLIEVABLE! to audiences nationwide. The film taps into the chaos and comedy of a die-hard Buffalo football family under one roof on game day — a premise that will resonate with anyone who's ever experienced the highs and lows of sports fandom."

UNBILLIEVABLE! The Movie will be available on **Amazon and other digital platforms beginning October 24.**

For updates, visit WWW.UNBILLIEVABLETHEMOVIE.COM

###

ABOUT BUFFALO 8 DISTRIBUTION

Buffalo 8 Distribution makes film distribution transparent and accessible by helping filmmakers reach global audiences through innovative marketing strategies and our direct output deals with streaming platforms, networks, and international partners. Based in Santa Monica, Buffalo 8 is a full-service film and media company focused on production, post-production, finance, and distribution. At Buffalo 8, we are an entrepreneurial culture fused with a love of storytelling, the creative arts, and a passion for delivering original stories. Buffalo 8 is partnered with industry leading finance firm, BondIt Media Capital, who has financed major titles including BlackKKlansman and Terrifier 3.