



THE H. J. LUTCHER STARK CENTER FOR PHYSICAL CULTURE AND SPORTS

DEPARTMENT OF KINESIOLOGY AND HEALTH EDUCATION
THE UNIVERSITY OF TEXAS AT AUSTIN
WWW.STARKCENTER.ORG

PRESS RELEASE

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The Stark Center/Rogue Fitness Documentary *Fullsterkur* selected as “Marquee Feature” for 2018 Austin Film Festival

“World’s Strongest Men” and “World’s Fittest Woman” Attend Festival Screening on October 30, 2018

For the past several years, Stark Center directors Jan and Terry Todd have worked as historical experts and producers of a series of historical documentaries about strength in different cultures under the aegis of Rogue Fitness Corporation.

The H.J. Lutchter Stark Center for Physical Culture and Sports is, therefore, delighted to announce that the latest full-length documentary film in the Rogue Series—a film called *Fullsterkur* that explores the strength traditions and culture of Iceland—has been selected as a “Marquee Feature” for the upcoming 2018 Austin Film Festival in Austin, Texas.

Fullsterkur is one of just 19 “Marquee Features” on the Festival’s 25th anniversary eight-day slate, and is scheduled to screen at the historic State Theatre (719 Congress Avenue) on Tuesday, October 30th at 4:30 P.M. CDT. It will be followed by a talk and Q&A session with director Todd Sansom and the following cast members who will be in Austin for the screening:

Game of Thrones’ Haffthor Bjornsson—“The Mountain” on *Game of Thrones* is also the undisputed World’s Strongest Man by virtue of winning the 2018 Arnold Strongman Classic and the 2018 *World’s Strongest Man* competition.

Magnus Ver Magnusson—four-time winner of *World’s Strongest Man*.

Annie Thorisdottir—two-time winner of the World Crossfit Games (2011 and 2012).

Petur Gudmundsson—two-time Olympian in shotput for Iceland (1988 and 1992, also qualified for 1996); world record holder in Highland Games.

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Stefan Solvi Petursson—Icelandic Strongman Champion and *World's Strongest Man* competitor.

Andri Reyur Vignisson—Icelandic Strongman and coach of Hafthor Bjornsson.

Director Todd Sansom has been the main creative force behind *Fullsterkur* and the two other films in the Rogue series—*Levantadores* (2015) and *Stoneland* (2017) (both available on YouTube). Also attending will be **Executive Producers Bill and Caitly Matter Henniger**, owners of Rogue Fitness, and Stark Center director and former World's Strongest Woman, **Jan Todd**.

About the Film:

Fullsterkur (trans. Full Strength) explores the vibrant culture and history of heavy stone lifting in Iceland—a small island nation that has produced a disproportionately high number of the world's greatest strength athletes. The film combines stunning landscape cinematography with intimate interviews—including appearances by famed Icelandic athletes Magnus Ver Magnusson, Hafthor Bjornsson, Petur Gudmundsson, and Annie Thorisdottir, as well as insights from local farmers, fishermen, tradesmen, and historians. The result is a truly unique portrait of a people and a set of traditions dating back to the days of the Vikings. The film is dedicated to recently deceased Stark Center Director, Terry Todd.

About the Film Festival:

The Austin Film Festival & Writers Conference (AFF) is the premier film festival recognizing the writers' contributions to film, television, and new media. The festival is marking its 25th Anniversary in 2018, with a packed schedule of screenings, panels and other events taking place from October 25 through November 1. Among the other Marquee Features joining ***Fullsterkur*** on the schedule will be Gillian Flynn and Steve McQueen's new thriller *Widows*, Mike Leigh's period piece *Peterloo*, the Mickey Rourke-starring boxing drama *Tiger*, and Paul Dano's *Wildlife*, starring Jake Gyllenhaal and Carey Mulligan.

To learn more about the Austin Film Festival and/or buy passes and tickets, go to: <https://austinfilmfestival.com/> or call 1-800-310-FEST.

For media inquiries related to the film and special guests contact Jan Todd at 512-694-6237 (jan@starkcenter.org); or Ashley Smith at Rogue Fitness: marketing@roguefitness.com.

Additional Information can be found on www.starkcenter.org and www.roguefitness.com/theindex/article/fullsterkur-named-marquee-feature-at-austin-film-festival

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