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SKRAWL'S FIRST-EVER ONLINE SCREENWRITERS' ROOM ENLISTS FIVE DIVERSE WRITERS AND EMMY-AWARD WINNER ERIC MCCORMACK

LOS ANGELES, December 14, 2015 — Skrawl, the free online community that turns the storytelling process into a social media experience, today announced it has recruited five diverse Hollywood writers to participate in its first ever Online Screenwriters Room, and has drafted Emmy Award-winning actor and producer Eric McCormack as the project's social media ambassador.

Through the Online Screenwriters' Room, Skrawl will develop and fund its first short film, which will be created by writers from diverse backgrounds, genders, ethnicities and sexual orientations. Skrawl's highly interactive platform has proven that collaborative content can produce high quality and commercially viable stories in the publishing world, and the Online Screenwriters' Room allows Skrawl to bring the benefits of its sharing economy model to the entertainment industry. To develop the script, writers in the Online Screenwriters' Room will compete to write a section of the narrative script, and readers will vote to determine which of the writers' submitted sections advance the story and make it into the final film.

The project enables the general public to experience an online writers' room in real time, with writers striving to build on another writer's previous creation. To foster enthusiasm and help monitor the project's progress on social media, Skrawl has engaged Emmy Award-winning actor and multi-hyphenate Eric McCormack as its celebrity ambassador. McCormack will post regularly on social media to followers interested in alternative channels for producing good stories for film and TV.

The five writers Skrawl has assembled for the Online Screenwriters Room are: author/stand-up comedian Greg Behrendt (*He's Just Not That Into You, It's Called a Breakup Because It's Broken*), Emmy-nominated screenwriter Rob Edwards (*The Princess and the Frog, Treasure Planet, Full House*), screenwriter/director/actor John Cabrera (*H+, The Homes*), screenwriter/actress Jenna Laurenzo (*Girl Night Stand, Water with Lemon, Parker & Maggie*), and writer Amiira Ruotola (*It's Called a Breakup Because It's Broken, It's Just a F***ing Date*). A sixth undiscovered writer will join the project, courtesy of a competitive search conducted on Skrawl's site. Voters can vote to determine the three finalists for the sixth writer through December 19, 2015.

The project's Honorary Writer in Residence Carl Gottlieb (*Jaws and its first two sequels, The Jerk*) will determine the final winner of the competitive search. Gottlieb will also present the premise and logline for the short film, and will suggest an opening scene to launch the writers' challenge, which kicks off on January 9, 2016. The film will go into production in Spring 2016.

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“It’s exciting for me to be a part of the first-ever online screenwriters’ room and to help find emerging voices in storytelling,” said Gottlieb. “For people in and out of the entertainment industry who are interested in alternative channels, this is an opportunity to see how a scripted text becomes an engaging story.”

About Skrawl:

Skrawl is a free online community that lets writers be read and readers be heard. With Skrawl, writers post their work for free, collaborate with other writers, and build and engage their fan base. Using Skrawl’s writing tools, writers compete to write a piece of a narrative, and readers vote to determine which sections are published as the next development of a story. By publishing this original crowdsourced content, Skrawl turns the storytelling process into a social media experience. Skrawl is a product of BoomWriter Media, which also offers a technology-based writing product used in more than 25,000 classrooms in more than 60 countries around the world. For more details on the Online Screenwriters’ Room, visit www.skrawl.com/screenwriters.

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