

The logo for 'SableMinded' is displayed in white text against a dark blue background. The text is set against a photograph of a sandy beach under a clear sky. The letters 'S', 'M', and 'd' are significantly larger than the other letters, creating a stylized, spaced-out effect.

# SableMinded

from the *SableMinded* blog

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## ***Greetings From The Shore* opened this weekend**

*I recently had the pleasure of talking with the director of **Greetings from the Shore**, an indie film that might just be the next big thing.*

*It opened this weekend, and I can't wait to check it out. I think you should, too, fellow (or not) New Jerseyan. Below is the story :-)*

It is the life Bruce Springsteen reminisces about. It is a culture many claim to understand, but only those who live in New Jersey truly 'get it.' It contains the childhood memories that bring a tear to one's eye.

It is the Jersey Shore life, full of big dreams, big waves and big hair.

*Greetings from the Shore*, however, is the movie that recently opened in tri-state-area multiplexes.

The film's director, Greg Chwerchak, said it is a dream come true itself that the movie can now be seen on 31 screens in the New Jersey, New York and Philadelphia areas.

The independent film debuted in Montreal, Canada, in 2007. Since then, it has been played at over 70 film festivals and has won 45 awards.

"It's a surreal realization that we're one step away from having this film at theatres across the country and really getting a shot to show people what Jersey is like," Chwerchak said.

The process began during 2005, when Chwerchak and Gabrielle Berberich met in Los Angeles, California.

Both grew up around the Shore, where Chwerchak would vacation in Wildwood and Cape May, Berberich in Lavallette.

Chwerchak said the film, which he described as “part memoir, part nautical fairy tale,” is based more on Berberich’s life. “Lavallette is the first character,” he said. “[Gabrielle] lost her father when she was young. Lavallette was ‘his’ place.”

The director said he and Berberich wanted to shoot the film on location, naturally. “We got permission to shoot and use the name of the town,” Chwerchak said. “So we said, ‘Let’s shoot a living postcard of New Jersey.’ ”

The Jersey Shore is often the brunt of cruel jokes, the topic of mindless banter and the national epitome of “armpit,” according to its critics.

But Chwerchak and Berberich thought differently.

“It (New Jersey) always gets slighted,” Chwerchak said. “And I don’t know why. New Jersey is stunning. There’s the Pine Barrens, or the Shore, or the West. There are so many looks to such a small area. It really is a great place.”

This great place treated the co-writers well. Chwerchak said he and Berberich were sitting on the beaches of Malibu one day, watching the sunset. “Gabrielle said, ‘It’s nice, but it’s not New Jersey,’ ” he remarked. “People didn’t believe her, and she said, ‘Let’s go show them.’ ”

Working with what they could get, especially on a \$500,000 budget, was not easy, Chwerchak said. Then again, neither is living in New Jersey.

“When you want to pour yourself into 20-hour days, you want it to be something you’re passionate about,” Chwerchak said.

After a three-year journey, the film is now released so the whole world can see just how wonderful the Jersey Shore truly is.

Chwerchak described the plot to contain a story of a young woman, the main character, and a group of foreign bus boys. “[Gabrielle] likes to say that was her wanting to give a voice to these people,” he said. “All those people have their own coming-of-age experiences at the Shore.”

“Greetings from the Shore” has been compared to films such as “Dirty Dancing,” as well as “The Wizard of Oz,” for its ensemble cast approach. “We also looked at 80s films,” Chwerchak explained. “Films we grew up on.”

The cast includes Kim Shaw, Paul Sorvino and David Fumero.

Now released, it is up to the New Jerseyans to claim that chip on their shoulders, as Springsteen once said.

“[This weekend] is everything,” Chwerchak concluded. “If we can rally people, there’s a great chance [the film] will go nationwide.”

And there is nothing more exciting to a New Jerseyian than changing others’ perception of the Garden State. “There is nothing bigger than that,” Chwerchak concluded.