



New Mexico Filmmaker Honored for Successful Web Series

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December 8, 2011, ALBUQUERQUE—RiffRaff New Media announced today that their remarkably popular New Mexico-based web series, Enter the Dojo, received both the Judges' Choice and the Audience Favorite award at the 2011 Iron Mule Comedy Festival in Tribeca this weekend. Written by and starring New Mexico filmmaker/actor, Matthew Page, Enter the Dojo is a comedic web series intended to parody the world of American martial arts through its lessons in the fictional fighting style known as "Ameri-Do-Te".

In addition to receiving nearly 300,000 YouTube® hits since its inception – making it the highest viewed web series produced in New Mexico – RiffRaff New Media has now created a fundraising arm through promotional sales of t-shirts and coffee mugs online at zazzle.com. (See products here: <http://www.zazzle.com/enterthedojo>)

"I've been thrilled to see its appeal reach a wide range of viewers including those who've never experienced a martial arts class." said Matthew Page, creator of the mockumentary series. "But the most flattering comments are from people who are outraged at our main character Master Ken for his aggressive behavior. Many viewers don't realize the show is fictional."

As a martial artist himself, Page was inspired to create this series to enter a new platform of filmmaking through webisodic distribution. He has written and directed over a dozen award-winning films that have screened at festivals around the world; and since founding Riffraff New Media in 2006, has also directed and produced over 100 promotional videos for clients such as Clorox, Simon and Schuster and CreditCards.com as well as private universities.

Currently screening Episode 5 in the series (titled "Kill Face:), Enter the Dojo features all New Mexico-based talent from its principal cast to post production. Total running time on each episode is less than six minutes, and all can be viewed at the company's YouTube® channel: <http://www.youtube.com/user/EnterTheDojoShow>. RiffRaff New Media is planning to develop the show into a longer format (television series or feature film) in 2012, with Page and his team currently seeking investors and sponsorships towards the project.

Those interested can contact RiffRaff New Media at aynn@riffraffnm.com or visit their website at <http://www.riffraffnm.com/>