

PEACE ARCH ENTERTAINMENT GROUP INC
Form 6-K
August 21, 2007

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C., 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15D-16
UNDER THE SECURITIES EXCHANGE ACT OF 1934

For the month of August, 2007

PEACE ARCH ENTERTAINMENT GROUP INC.
(Translation of Registrant's name into English)

407-124 Merton Street, Toronto, Ontario M4S 2Z2
(Address of principal executive office)

[Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F

Form 40-F

[Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes

No

This Form 6-K shall be incorporated by reference into the Registration Statement on Form S-8 (File No. 333-134552) and any other Registration Statement filed by the Registrant which by its terms automatically incorporates the Registrant's filings and submissions with the SEC under Sections 13(a), 13(c) or 15(d) of the Securities Exchange Act of 1934.

(If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):

82-_____

Peace Arch Entertainment Launches U.S. Theatrical Releasing Division with Critically Acclaimed Comedy *Delirious*

Successful Release Further Validates Peace Arch's Strategic Mission to Become a Vertically Integrated Entertainment Company

Toronto August 17, 2007 -- Peace Arch® Entertainment Group Inc. (AMEX:[PAE - News](#)) (TSX:[PAE.TO - News](#)) today announced the successful launch of its new theatrical distribution division, Peace Arch Releasing, with the successful release of the critically-acclaimed comedy *Delirious*, premiering this week in selected theaters in New York and Los Angeles.

Edgar Filing: PEACE ARCH ENTERTAINMENT GROUP INC - Form 6-K

After a successful premiere in New York on Wednesday evening, the critically acclaimed and award-winning *Delirious* will be seen in 13 U.S. cities including New York, Los Angeles, Portland, Chicago, Boston, Atlanta, Washington, San Francisco, Berkeley, San Jose, Madison (WI), Seattle and St. Louis, with additional metropolitan areas already being added.

The film has earned outstanding reviews from numerous critics including those at *The New York Post* (razor-sharp performances and dialog), *The New Yorker* (Exhilarating!), *Newsday* (Really delivers the goods), *Rolling Stone* (fiercely funny!), *Fox News* (hilarious and touching), and *The Hollywood Reporter* (Brilliant!).

Directed by award-winning Tom DiCillo, the comedy stars Steve Buscemi, Michael Pitt, Alison Lohman, Gina Gershon and Elvis Costello. The picture, which had its North American premiere at the prestigious Sundance Film Festival in January, won the Best Director Award at both the San Sebastian Film Festival in Spain and the HBO U.S. Comedy Arts Festival, as well as Best Screenplay at San Sebastian. It was also awarded the Special Jury Prize at the Istanbul Film Festival. *Delirious* was the prestigious Centerpiece Film selection at the recent San Francisco Film Festival, and the comedy also screened at major festivals at Seattle, Karlovy Vary, Sundance Institute/Brooklyn Academy of Music and Munich.

"We are very pleased to be able to launch our U.S. theatrical releasing arm with a critical success like *Delirious*," said John Flock, President of Peace Arch Entertainment. "Over the past two years we have built Peace Arch into one of the industry's premiere independent film and television companies through strategic acquisitions like our Canadian and U.S. DVD distribution operations, and organic growth like our new theatrical releasing division. As we come to the end of a very successful fiscal 2007, we expect to continue expanding our U.S. and Canadian distribution capabilities throughout 2008 and solidify our position as one of the leading, vertically integrated production, distribution and international sales companies in the film and television business."

In addition to *Delirious*, Peace Arch Entertainment's current line up of feature films and long-form television programming includes the powerful ensemble drama *Winged Creatures*, starring Kate Beckinsale, Forest Whitaker, Jennifer Hudson, Dakota Fanning, Guy Pearce and Jackie Earle Haley, and the film satire *The Deal* from the best-selling Peter Lefcourt novel, with a cast that includes William H. Macy, Meg Ryan, LL Cool J and Elliott Gould, which recently completed principal photography in South Africa; as well as the hit ten-part television event mini-series *The Tudors* starring Golden Globe® Award-winning actor Jonathan Rhys Meyers, which premiered to record audiences on Showtime in the U.S. in April. Other titles in Peace Arch's growing lineup of theatrical films include the drama *Chapter 27* starring Jared Leto and Lindsay Lohan which, like *Delirious*, had its world premiere at the 2007 Sundance Film Festival, and the romantic comedy *Watching the Detectives* starring Lucy Liu and Cillian Murphy, which recently had its world premiere at the 2007 Tribeca Film festival in New York City.

About Peace Arch Entertainment Group Inc.

Peace Arch Entertainment produces and acquires feature films, television and home entertainment content for distribution to worldwide markets. Peace Arch owns one of the largest libraries of top quality independent feature films in the world, featuring more than 500 classic and contemporary titles. Through its subsidiary, Peace Arch Home

Edgar Filing: PEACE ARCH ENTERTAINMENT GROUP INC - Form 6-K

Entertainment, Peace Arch is also one of the leading distributors of DVDs and related products in Canada. For additional information, please visit www.peacearch.com.

For more investor-oriented information about Peace Arch Entertainment, visit <http://www.trilogy-capital.com/tcp/peace-arch/>. For current stock price quotes and news, visit <http://www.trilogy-capital.com/tcp/peace-arch/quote.html>. To view an Investor Fact Sheet, visit <http://www.trilogy-capital.com/tcp/peace-arch/factsheet.html>. To read a transcript of a recent Peace Arch investor conference call or listen to an archived recording, please visit <http://www.trilogy-capital.com/tcp/peace-arch/conference.html>.

Forward-Looking Statements

This press release includes statements that may constitute forward-looking statements, usually containing the words "believe," "estimate," "project," "expect," or similar expressions. These statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements inherently involve risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. Factors that would cause or contribute to such differences include, but are not limited to, continued acceptance of the Company's products and services in the marketplace, competitive factors, dependence upon third-party vendors, availability of capital and other risks detailed in the Company's periodic report filings with the Securities and Exchange Commission. By making these forward-looking statements, the Company undertakes no obligation to update these statements for revisions or changes after the date of this release.

Distributed by Filing Services Canada and retransmitted by Market Wire

Contact:

Contact:

Roy Bodner

Vice President Public Relations

Peace Arch Entertainment

(310) 776-7208

Email Contact: [Email Contact](#)

Financial Communications

Trilogy Capital Partners

Ryon Harms

(800) 592-6067

Email Contact: [Email Contact](#)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Peace Arch Entertainment Group Inc.
(Registrant)

Date August 20, 2007

By "Mara Di Pasquale"
(Signature)*

Mara Di Pasquale, Chief Financial Officer

*Print the name and title under the signature of the signing officer.

GENERAL INSTRUCTIONS

A.

Rule as to Use of Form 6-K,

This form shall be used by foreign private issuers which are required to furnish reports pursuant to Rule 13a-16 or 15d-16 under the Securities Exchange Act of 1934.

B.

Information and Document required to be Furnished,

Subject to General Instruction D herein, an issuer furnishing a report on this form shall furnish whatever information, not required to be furnished on Form 40-F or previously furnished, such issuer (I) makes or is required to make public

pursuant to the law of the jurisdiction of its domicile or in which it is incorporated or organized, or (ii) files or is required to file with a stock exchange on which its securities are traded and which was made public by that exchange, or (iii) distributes or is required to distribute to its security holders.

The information required to be furnished pursuant to (I), (ii) or (iii) above is that which is material with respect to the issuer and its subsidiaries concerning: changes in business; changes in management or control; acquisitions or dispositions of assets; bankruptcy or receivership; changes in registrant's certifying accountants; the financial condition and results of operations; material legal proceedings; changes in securities or in the security for registered securities; defaults upon senior securities; material increases or decreases in the amount outstanding of securities or indebtedness; the results of the submission of matters to a vote of security holders; transactions with directors, officers or principal security holders; the granting of options or payment of other compensation to directors or officers; and any other information which the registrant deems of material importance to security holders.

This report is required to be furnished promptly after the material contained in the report is made public as described above. The information and documents furnished in this report shall not be deemed to be "filed" for the purpose of Section 18 of the Act or otherwise subject to the liabilities of that section.

If a report furnished on this form incorporates by reference any information not previously filed with the Commission, such information must be attached as an exhibit and furnished with the form.

C.

Preparation and Filing of Report

This report shall consist of a cover page, the document or report furnished by the issuer, and a signature page. Eight complete copies of each report on this form shall be deposited with the Commission. At least one complete copy shall be filed with each United States stock exchange on which any security of the registrant is listed and registered under Section 12(b) of the Act. At least one of the copies deposited with the Commission and one filed with each such exchange shall be manually signed. Unsigned copies shall be conformed.

D.

Translations of Papers and Documents into English

Reference is made to Rule 12b-12(d) [17 CFR 240.12b-12(d)]. Information required to be furnished pursuant to General Instruction B in the form of press releases and all communications or materials distributed directly to security holders of each class of securities to which any reporting obligation under Section 13(a) or 15(d) of the Act relates shall be in the English language. English versions or adequate summaries in the English language of such materials may be furnished in lieu of original English translations.

Notwithstanding General Instruction B, no other documents or reports, including prospectuses or offering circulars relating to entirely foreign offerings, need be furnished unless the issuer otherwise has prepared or caused to be prepared English translations, English versions or summaries in English thereof. If no such English translations, versions or summary have been prepared, it will be sufficient to provide a brief description in English of any such documents or reports. In no event are copies of original language documents or reports required to be furnished.