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Independent picks up 'America'

Documentary features Jessica Simpson

By Gregg Goldstein

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NEW YORK -- First Independent Pictures has picked up all US rights except DVD to Darryl Roberts' look at our image-obsessed society, "America the Beautiful."

The documentary, which features interviews with Jessica Simpson, Anthony Kiedis, Eve Ensler and others, will have a YWCA-sponsored marketing campaign featuring current Miss America Kirsten Haglund. The eating disorder activist will make promotional appearances for the film shortly before its Aug. 6 New York run and national rollout.

Roberts, who also narrated and produced the docu, follows teenage model Gerren Taylor as he examines the beauty industry and entertainment media's impact on our views about body image and plastic surgery. "Beautiful" won best docu at the Chicago International Film Festival and had a recent theatrical run in the city before the acquisition deal.

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