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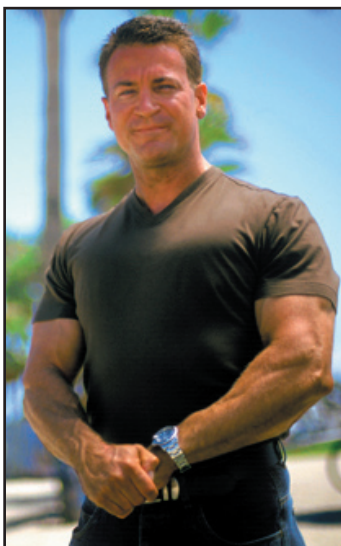
THE MAN BEHIND THE *NO PAIN, NO GAIN* MOVIE

As promised here last month, I will continue to bring you the latest updates regarding *No Pain, No Gain*, the much-heralded one-of-a-kind film about bodybuilding that wrapped up postproduction in early February. The film is unique because no major motion picture has been made about bodybuilding since the documentary *Pumping Iron* was released in 1977. *No Pain, No Gain*, unlike its predecessor, is a fictionalized account.

Producer-director **Sam Turcotte**, a longtime *MuscleMag* reader, is a 37-year-old senior market-segment manager at high-tech giant **Sun Microsystems** in Silicon Valley. He is also an award-winning filmmaker, who has produced music albums and videos in his varied career. As a producer of the film he was able to assure creative control he would not otherwise have had. Incredibly Turcotte also financed the movie, pouring his life savings into the project, borrowing money, and mortgaging his house in order to get the film made.

He began bodybuilding at 15 and devoured all the muscle magazines he could get his hands on. **Arnold Schwarzenegger**, **Lou Ferrigno** and **Charles Atlas** became his heroes. The book *Arnold: The Education of a Bodybuilder* has had a big influence on Turcotte's life, and he continues to be astonished at how accurate the predictions in the book were, especially those concerning Arnold's career goals. The director even had the chance to speak with the Oak a number of times at **Schazti on Main**, the restaurant now leased by Arnold in Santa Monica, during the famed cigar-night dinners where Arnold held court the first Monday of every month.

The influence of *Pumping Iron* on the new film will be evident whenever the camera focuses on bodybuilders working out. Says Turcotte: "The seriousness of body-



Sam Turcotte

builders and the intensity of their workouts come across very well in the film. You will see the principal character's intensity increase more and more in later scenes showing him training."

The star of the movie, bodybuilder **Gus Malliarodakis**, is a friend of the director and was also one of the inspirations for the script, which is about a successful, intelligent bodybuilder who seeks a balance of body, mind and spirit. Turcotte sees Malliarodakis, who has natural acting ability, as having potential for a strong acting career.

Bodybuilders everywhere and fans of the sport will smile knowingly at familiar scenes and dialog. They will recognize both inside jokes and more subtle issues

concerning the sport. However, Turcotte cautions: "The film was not made for bodybuilders to watch. It was made for a general audience to watch."

Whether or not the film will dispel any misconceptions about bodybuilders remains to be seen. "One single act or movie can't overcome a mistaken perception. I believe, though, that the public is more knowledgeable now than it ever has been about the sport. For example, Arnold's electoral victory in California was a vindication for bodybuilding", says Turcotte.

The official Web site, www.no-pain-no-gain.com, has been an important element in publicizing the film. The director's figures show about 40 percent of those visiting the site are from outside North America. The movie does not have a distributor yet, but Turcotte has a number of contacts whom he can approach directly. It has also been entered in several film festivals, always good places to arrange distribution deals. The earliest release of the film would take place this summer, but more conservative estimates indicate it will be released within the next year.