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Covering Hollywood

## 'God's Not Dead' Stuns With Strong Limited Opening at Box Office

MOVIES | By **Todd Cunningham** on March 22, 2014 @ 8:55 am

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**The low-budget faith-based film is on pace for an \$8 million weekend while in just 780 theaters**

A faith-based film is creating a box-office stir, and it's not Mark Burnett's "Son of God" or Russell Crowe's upcoming Biblical epic "Noah" — it's the indie film "God's Not Dead."

The low-budget PG-13 drama about a college student (Shane Harper) who sets out to prove God's existence raised eyebrows Friday when it brought in \$2.8 million from just 780 theaters — an impressive \$3,613 per-screen average. That was better than any movie in the market except for "Divergent" and "The Grand Budapest Hotel." It was running third after Friday and will likely come in around \$8 million for the three days.

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## Day at Box Office

The big debut may have caught some in Hollywood off guard, but Freestyle Releasing co-president Mark Borde said Saturday that he wasn't among them.

"While this huge opening may be a surprise to the industry, it is not so much to us. The in-house tracking, the legitimate one million Facebook fans, the very high trending on Twitter and Fandango among many other platforms, and the huge positive reaction from the hundreds of screenings over the many past months, gave us hope for a significant opening," he said.

Kevin Sorbo, David A.R. White and Willie Robertson of TV's "Duck Dynasty" co-star in the film, which was directed by Harold Cronk and produced by Pure Flix Entertainment and Red Entertainment.

Earlier this month, "Son of God" opened to \$26 million, and Paramount's Darren Aronofsky-directed "Noah" is the favorite to top the box office next weekend.

DAVID A.R. WHITE   GOD'S NOT DEAD   NOAH   SHANE HARPER   SON OF GOD   WILLIE ROBERTSON



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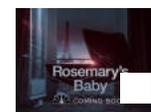
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patrickstibbs • a day ago

It's nice to see an indie film like this succeed, especially with a subject matter that will raise an eyebrow or two. I have not seen the film yet but plan to. I applaud Freestyle Releasing for getting behind it.

5 ^ | v • Reply • Share ›



Stuart W • a day ago

Just very difficult for non-believers of any persuasion to "get it". The Wrap definitely representing the "three-monkey" class of film viewers is "stunned"; a typical condition for that reporting group. Get over it!

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Jimmy • a day ago

I've never understood why people are surprised faith-based films do well. If they're good, they've always done well.

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gabbycorner • a day ago

Sounds promising, indeed.

1 ^ | v • Reply • Share ›



wks • a day ago

My first time hearing about this film, but I will seek it out... sounds promising.

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Terri • 2 hours ago

Its rated PG not PG 13. Can u correct that?

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