

# PRESS RELEASE



## *Local Youth Turn 48-Hour Film Challenge Into Big-Screen Premiere*

*My P.E. Kids Film & Media Academy brings family together to create Viral Moments*

Hickory, NC -- August 22, 2026

**My P.E. Kids Film & Media Academy** brought family members together at the last minute to compete in **Footcandle Film Festival's 48-hour filmmaking challenge**. Working against the clock, the team developed, filmed and completed an original **short titled Viral Moments: Every Moment Counts**.

The family-friendly thriller follows two kids searching for their next viral moment who accidentally record someone being forced into the trunk of a car. Their pursuit of online attention quickly becomes a dangerous race to reveal the truth before the people they filmed find them.

**The film stars 13-year-old Jordan Mervin and his 10-year-old cousin, Messiah Nixon.** Both are successful student-athletes at their respective schools. Messiah's mother, La'Tasha Nixon, also appears in the film as Jordan's sister, reinforcing the production's family-centered spirit. **All six films completed during the challenge will premiere Thursday, September 24, at 7 p.m. at Hickory Community Theatre, 30 3rd Street NW in Hickory. Admission is free and open to the public.**

Audience members must be present to vote for their favorite film. My P.E. Kids Film & Media Academy gives young people ages 10 to 18 hands-on experience throughout the filmmaking process. Students learn writing, acting, producing, directing, camera operation, interviewing and editing while working both in front of and behind the camera. They also cover local news and community events throughout the region.

Through Viral Moments, the academy demonstrates what young storytellers can accomplish when creativity, practical training and family support come together - even under a 48-hour deadline. Community members are invited to attend the premiere, support the filmmakers and experience their work on the big screen.

### **PREMIERE DETAILS**

Thursday, September 24, 2026 | 7 p.m. | FREE  
Hickory Community Theatre | 30 3rd Street NW, Hickory, NC 28601  
Contact: Lauren Patterson  
Phone: (980) 361-9318  
Email: [LRPatt@pm.me](mailto:LRPatt@pm.me)  
[www.MyPEKids.com](http://www.MyPEKids.com)  
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