



EGGHEAD & TWINKIE

A coming-of-age comedy about coming out of the closet.

Written & Directed by
SARAH KAMBE HOLLAND

Starring
SABRINA JIE-A-FA
LOUIS TOMEO
ASAHI HIRANO
AYDEN LEE

Running Time: 87 min
Genre: Coming-of-Age Comedy

Contact for Press & Sales
SARAH KAMBE HOLLAND
eggheadtwinkiefilm@gmail.com
+1-512-375-5351

@eggheadtwinkiefilm | #eggheadtwinkiefilm
Egghead & Twinkie EPK ©2023

AWARDS & FESTIVALS

GRANTS

WOMEN MAKING A SCENE INTERNATIONAL FILM PROJECT 2019 – Grand Prize Winner of \$36,000 Production Grant

OFFICIAL SELECTION

CINEQUEST FILM & CREATIVITY FESTIVAL – World Premiere

March 1st to 12th, 2023 (virtual) and August 8th to 23rd, 2023 (in person)

BFI FLARE: LONDON LGBTQIA+ FESTIVAL – International Premiere

March 15th to 26th, 2023

CLEVELAND INTERNATIONAL FILM FESTIVAL – North American Premiere

Local Heroes Competition, ReelWomenDirect Competition

March 22nd to April 9th, 2023

TIFF NEXT WAVE FILM FESTIVAL - Canadian Premiere

April 14th to April 16th, 2023

FLORIDA FILM FESTIVAL – East Coast Premiere

American Independent Competition

April 14th to 23rd, 2023

MILWAUKEE FILM FESTIVAL – Wisconsin Premiere

April 20th to May 4th, 2023

More to come!



@eggheadtwinkiefilm | #eggheadtwinkiefilm

p. 2 – Egghead & Twinkie EPK ©2023

THE STORY

TAGLINE: The road ahead isn't always straight.

LOGLINE: After coming out to her parents, an Asian American teenage girl takes off on a road trip to meet her online crush with the help of her nerdy best friend.

SHORT SYNOPSIS: After coming out to her parents, seventeen-year-old Twinkie takes off on a road trip to meet her online crush with the help of her nerdy best friend, Egghead. As they make their way across the country, Egghead wrestles with his unrequited feelings for Twinkie, while Twinkie learns to embrace her identity as a gay mixed-Asian woman.

Created by and for Gen Z, EGGHEAD & TWINKIE is a coming-of-age comedy about the joys and pains of coming out of the closet.

LONG SYNOPSIS: Teenagers Egghead (Louis Tomeo) and Twinkie (Sabrina Jie-A-Fa) have been best friends since childhood, but recently they've been keeping secrets from each other. Egghead has a secret crush on Twinkie. Twinkie is a lesbian infatuated with social media star, BD (Ayden Lee). These awkward truths come to light when Egghead tries to kiss Twinkie, spurring her to come out to her conservative parents and take off on a road trip with Egghead along for the ride. The problem? Egghead doesn't know that the real purpose of the trip is for Twinkie to meet BD in person, and BD might not be everything she appears to be online.

Told in a series of colorful flashbacks, EGGHEAD & TWINKIE is a stylized, whip smart, coming-of-age story written by and for Gen Z.



@eggheadtwinkiefilm | #eggheadtwinkiefilm

p. 3 – Egghead & Twinkie EPK ©2023

A CONVERSATION WITH SARAH KAMBE HOLLAND
(writer / director / producer / editor)



Where did the idea for the film come from?

The kernel of an idea that turned into EGGHEAD & TWINKIE was more of a question: Can I find humor in the coming out process? I was nineteen years old at the time, and I had just come out to my own parents a few months before. The stress of coming out was fresh in my mind, but so was the hilarious awkwardness of it all. I challenged myself to write a short film script about a teenage girl who comes out to her parents, but I was adamant that it wouldn't be a drama. It would be a comedy, and the message would be one of hope and friendship.

Can you talk about the importance of representation in EGGHEAD & TWINKIE?

From its inception, I wanted EGGHEAD & TWINKIE to provide representation for queer and Asian teens. As a mixed-Asian actor myself, I'm very aware of the lacking roles for Asian American talent, so I was excited to write meaty characters for my cast to dive into. One of my favorite scenes in the film is when Jess and Twinkie discuss their Asian American identity, because Twinkie feels truly seen by Jess in that moment. Maybe that's the whole point of representation – to share points of view that have long been overlooked, in the hopes that someone somewhere will see themselves in the characters and feel a little less alone.

EGGHEAD & TWINKIE was the first feature to promote a crowdfunding campaign on the social media app, TikTok. Can you explain what that experience was like?

It was insane! It all started when we posted a pitch video for the film in August of 2020, and it just blew up. I think our account went from zero to 100K followers overnight. People were really excited about the project, and they were eager to help in any way that they could. I quickly realized that we needed to incorporate TikTok into our promotion plans for our Seed&Spark crowdfunding campaign, which was due to launch in October.

To start, my producers and I organized a live countdown to the crowdfunding campaign launch on YouTube and marketed the virtual event on TikTok. Over 500 people tuned in live, and we managed to raise 10% of our campaign goal within the first hour of the campaign. From there, we did a big livestream on TikTok with the cast and even started our own TikTok competition under the hashtag #TwinkieChallenge. I also edited multiple videos pitching the film and encouraging people to donate so we could be the [first feature to ever crowdfund on TikTok](#).

Thankfully, our efforts paid off, and we raised \$22K to put towards the production of the film. We estimate that around 65% of our contributions came from total strangers on TikTok!

@eggheadtwinkiefilm | #eggheadtwinkiefilm

p. 4 – Egghead & Twinkie EPK ©2023

How would you describe the style and aesthetic of EGGHEAD & TWINKIE?

The style of EGGHEAD & TWINKIE is very fast paced, which I think derives from my experience cutting videos for YouTube. I was a YouTuber in my teens and early twenties, and the editing process typically involved cutting down an hour or so of footage into a 4 to 5-minute piece of content. I wanted EGGHEAD & TWINKIE to move at a similar speed, with a lot of intention behind the moments when we would stop and linger.

On a deeper level, I made stylistic choices with one aim in mind: to help the audience see the world through Twinkie's eyes. The film unfolds nonlinearly with lots of cutting between the past and the present, because Twinkie is the one telling the story, and her train of thought jumps from one memory to the next. We also mixed elements of 2D animation with live-action footage to represent Twinkie's passion for art and anime. Our animation team put a lot of thought and consideration into Twinkie's artwork since it is a reflection of herself.

In what ways did COVID-19 impact production?

My team and I were in the throes of preproduction when the COVID-19 pandemic hit. Our shoot was scheduled for the Summer of 2020, and ultimately, we delayed production by an entire year. We lost access to locations, important crew members, and crucial funding. Given that we were using equipment and facilities from the University of Central Florida, we were under constant threat of being shut down by the college if an outbreak started on set. It was a very stressful time, but one that inspired ingenuity and problem solving to keep everyone safe.

Why does this film matter? Why now?

I truly believe that EGGHEAD & TWINKIE has the power to touch hearts and change minds. There is something for everyone in this story, whether it's the jokes or the larger themes of friendship and acceptance. With that said, my biggest hope is for the film to resonate with queer youth and their parents. I would love for EGGHEAD & TWINKIE to open a dialogue for LGBTQ teens to speak more openly with their friends and family about their identity.

So, why now? I think the time is exactly right for Gen Z filmmakers to step up and tell their own stories. I was nineteen when I came up with the idea for EGGHEAD & TWINKIE, and I'm twenty-five now. I've quite literally grown up while making this film, and I've poured my heart and soul into every part of it. Adolescence is so different in today's age than it was even twenty years ago. Social media touches every aspect of our lives. I think it's important for Gen Z filmmakers to pull up a seat at the table so we can share our lived experience with the world.



DIRECTOR'S STATEMENT

I first thought of the concept for EGGHEAD & TWINKIE when I was fresh out of the closet at nineteen years old. Like many LGBTQ people, I had been reluctant to come out, in part because the media had taught me to fear it. In my experience, one of the best ways to overcome fear is through humor, so this film is my earnest attempt to find the comedy in the coming out process without trivializing the struggles that queer people endure to be themselves.

While our world has become increasingly divided, I believe that this project can entertain mainstream audiences while simultaneously advocating for minority representation. Quirky, stylized, and fast paced, EGGHEAD & TWINKIE will inspire laughter AND discussion, opening a dialogue for Asian American and LGBTQ youth coming into their own.

This project has been a long time coming, especially given the impact of COVID-19, which set back every aspect of our production. Despite all the struggles, the film is stronger for it. When production was delayed due to COVID, we pivoted and spent months marketing the production on social media, helping to pioneer a space for independent filmmakers on the fastest growing platform, TikTok. Taking the film to festivals is a means for us to bring Twinkie's story to our online supporters who have been eagerly waiting to see it.

It's been a long journey (literally and figuratively... we did make a road movie, after all). The bumps along the way were well worth it. In many ways, Twinkie is the protagonist that I needed when I was growing up, and I'm so, so excited for you all to meet her.

- Sarah Kambe Holland

@eggheadtwinkiefilm | #eggheadtwinkiefilm

p. 6 – Egghead & Twinkie EPK ©2023

SELECT CAST CREDITS



SABRINA JIE-A-FA as Twinkie Harris (*The Corrupt Half*)

LOUIS TOMELO as Egghead (*Every Witch Way, 9-1-1*)

ASAHI HIRANO as Jess (*Saintly, Save Me a Dance*)

AYDEN LEE as BD (social media personality @actually.ayden)

J. SCOTT BROWNING as Scott Harris (*The Right Stuff, I Am Frankie*)

KELLEY MAURO as Lisa Harris (*A Christmas Karen*)

STEVEN LANE as Randy (*Burn Notice, Queen of the South*)

ROGER GRECO as Bob (*David Makes Man, Murder by Numbers*)

CREATIVE TEAM BIOS

SARAH KAMBE HOLLAND (writer / director / producer / editor) is a filmmaker based in Orlando, FL. Her directorial work has screened at festivals all over the country, including the Florida Film Festival, NewFest, and Reeling Film Festival. Her 2019 short film, "Egghead & Twinkie", won Best Film and Best Director from the Women Making a Scene International Film Project along with a production grant to produce the concept as a full-length feature. She is passionate about positive minority representation and exploring important issues through a comedic lens.

DANIELLE FOUNTAINE (producer) is a producer and production coordinator based in Orlando, FL. She is the co-founder and director of operations of the registered 501©(3) non-profit organization, Sunday Scenes, which serves the independent film community through collaboration on cinematic scene productions.

VALERIE "V" STARKS (producer) is a film producer, assistant director, and writer based in Atlanta, GA. Their directorial work has screened at the Lift Off Global Network, Orlando Film Festival, Central Florida Film Slam, and Love Your Shorts Film Festival. Producing credits include "Take Care Zora," one of the winners of the 2021 DOLBY x Ghetto Film School "Finish the Script" Challenge.

OLIVIA WILSON (director of photography) is a cinematographer, camera operator, and camera assistant based in Jacksonville, FL. She has worked on productions for Vice, John Deere, and Disney. As a director of photography, she has shot several award-winning short films as well as select scenes for a TV pilot from Multihouse Entertainment.

LUKE SANDERS (production designer) is an Atlanta-based production designer. With a background in visual art and film production, Luke enjoys all parts of the artistic process from creating costume concepts to designing sets. He has served as the production designer for several narrative shorts, including "Malee's Story" from Reliant Studios.

ANNA DEFINIS (editor) is an editor and post-production supervisor based in Pompano Beach, FL. Anna's editing resume includes commercial work for Flex Seal, Marriott, and Ad Astra, Inc. as well as several award-winning narrative shorts.

KRISTINA LEAGUE (editor) is an editor, multimedia specialist, and producer based in Orlando, FL. She was awarded Best Editing from the Women Making a Scene International Film Project for her work on the proof-of-concept short film, "Egghead & Twinkie". As a producer, she received a college television Emmy Award for her work on the PBS short documentary, "Filthy Dreamers".

JILL CEFALO-SANDERS (lead animator) is a multi-media animator and visual storyteller based in Cleveland, OH. They are a "Jill of All Trades": hand-drawn 2D animation, character

design, storyboarding, rotoscoping, 3D, illustration, compositing, video editing, and sound. Currently a Motion Designer for Pivot Group, Jill creates advertising animation and design for a number of clients within the rural broadband market. They also do a variety of freelance work, including comics, music videos, animation for feature film, and children's book illustration.

BEN THORNEWILL (composer) is a musician and composer hailing from Louisville, KY. In 2006 he formed the piano pop trio Jukebox the Ghost. Since their inception, Jukebox has released five studio albums, one live album, and performed over a thousand shows globally, including festivals like Bonnaroo and Lollapalooza and TV appearances such as 'Conan' and 'Late Show with David Letterman'. His songs have over 150 million streams across all platforms. He has worked as a session pianist (Sting, Ingrid Michaelson) and recently toured with Sting as a backing vocalist. Having composed the score for two narrative shorts, EGGHEAD & TWINKIE is his first feature-length film project.



CREDIT LIST*

Written & Directed by
SARAH KAMBE HOLLAND

Starring
SABRINA JIE-A-FA
LOUIS TOMEO
ASAHI HIRANO
AYDEN LEE

Produced by
DANIELLE FOUNTAINE
SARAH KAMBE HOLLAND
VALERIE STARKS

Director of Photography
OLIVIA WILSON

Production Designer
LUKE SANDERS

Edited by
ANNA DEFINIS
SARAH KAMBE HOLLAND
KRISTINA LEAGUE

Additional Editors
TANNER ROBERTS
MELISSA WEISS

Animation by
JILL CEFALO-SANDERS

Music by
BEN THORNEWILL

Sound Design & Mix by
BO LI

*for complete credit list, please refer to the [film's page on IMDB](#)

SOCIAL MEDIA & HELPFUL LINKS

Known as the first feature film to crowdfund on TikTok, EGGHEAD & TWINKIE was funded by hundreds of total strangers on the internet who believed in the project.

SOCIAL

[TIKTOK](#) - @eggheadtwinkiefilm

[INSTAGRAM](#) - @eggheadtwinkiefilm

[FACEBOOK](#) - @eggheadtwinkiefilm

[YOUTUBE](#) - @eggheadtwinkiefilm

[TWITTER](#) - @twinkie_film

HELPFUL LINKS

[TikTok Movie Pitch](#)

[TikTok Crowdfunding Video](#)

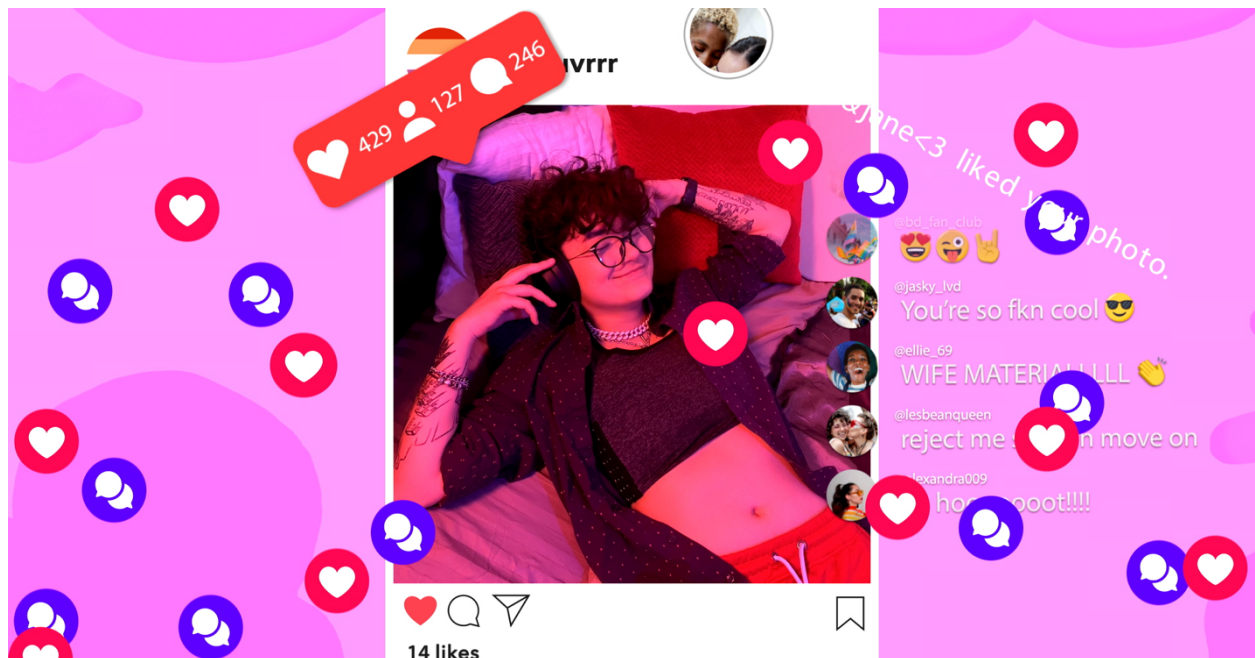
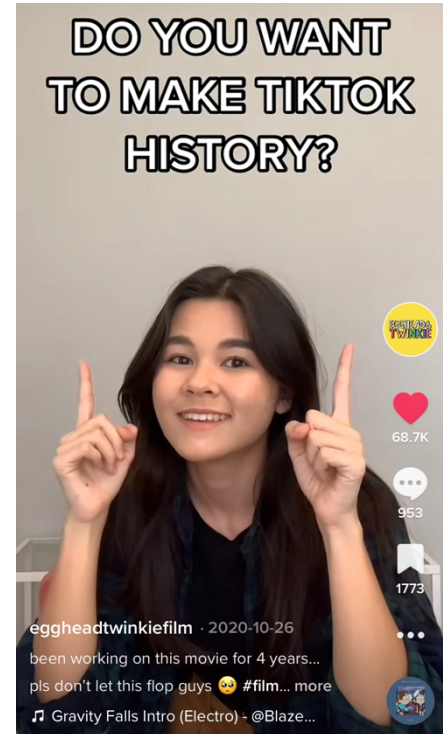
[Seed&Spark Crowdfunding Campaign](#)

[YouTube Crowdfunding Livestream w/ the Cast](#)

ARTICLES

[“TikTok: The Best Platform to Promote Your Film Crowdfunder?”](#)

[“The Rise of Film TikTok and Its Female Gatekeepers”](#)



@eggheadtwinkiefilm | #eggheadtwinkiefilm

p. 11 – Egghead & Twinkie EPK ©2023