

Joe Blow Films Signs Feature Director J.B. Rogers

Joe Blow Films, the commercial production company founded by Executive Producer Joe Piccirillo, has added director J.B. Rogers, the noted comedy filmmaker whose feature credits include American Pie 2 and Say It Isn't So, among others.

May 17, 2007 - [PRLog](#) -- Eye Behind American Pie 2 and Others Re-Launches Spot Career

LOS ANGELES, CA - Joe Blow Films, the commercial production company founded by Executive Producer Joe Piccirillo, has added director J.B. Rogers, the noted comedy filmmaker whose feature credits include American Pie 2 and Say It Isn't So, among others. Rogers joins a Joe Blow Films roster that includes directors Dick Buckley, Stanley, Geoffrey Madeja, Scott Randall and Anibal Suarez.

According to Piccirillo, Rogers, who's experience includes working with The Farrelly Brothers, Joe Dante and Roger Corman, is a natural comedy director that will no-doubt resonate with agencies and marketers looking to reach the often elusive 18-35 year-old male demographic.

"I am so excited to have JB be a part of Joe Blow Films," said Piccirillo. "His work is laugh-out-loud funny and he is just a down to earth terrific guy to be around who absolutely loves being on the set and doing what he does best. This is a big step in the growth of Joe Blow Films and we look forward to fully launching JB into the commercial market."

A native of Indianapolis, Rogers honed his skills as a first assistant director working with the filmmakers The Farrelly Brothers on such comedy classics as Dumb and Dumber, Kingpin, There's Something About Mary and Me, Myself & Irene (he also served as a co-producer on all but Dumb and Dumber). He made his directorial debut with Say It Isn't So, the 2001 comedy starring Chris Kline and Heather Graham. From there he directed the enormously popular American Pie sequel. He's currently shooting the comedy tentatively titled The Pool Boy in New Orleans due out in summer 2008.

"I just like making people laugh and I like working, whether it's in films, television or advertising," said Rogers. "Ads are just an extension of what I do just only on a smaller scale. I like Joe and his take on what he can do for me creatively and the kind of work he sees me doing. I'm from the Midwest so I respond to someone who's a straight-shooter and that's how Joe operates. Plus, I like the fact there's no one else on the Joe Blow Films roster like me."

The Santa Monica-based production company Alturas Redfish Films previously represented Rogers for commercials. There he directed numerous spots, primarily for Taco Bell, including some that broke during the Super Bowl.

Rogers began his filmmaking career as intern at New World Pictures. He served as Joe Dante's assistant on two features - Innerspace and The 'burbs - before beginning an association with legendary filmmaker Roger Corman at Concorde/New Horizons. He graduated to assistant director and in addition to his work with the Farrelly Brothers his credits include Poison Ivy, Feeling Minnesota, Beverly Hills Ninja and 1999's blockbuster coming-of-age comedy American Pie, on which he also served as associate producer.

For television, Rogers helmed See Arnold Run, an A&E bio-pic based on the life and times of Arnold Schwarzenegger and Comedy Central's Knee High P.I., which followed a dwarf detective who solves crimes with a take-no-prisoners attitude on the criminals -and the ladies. His other TV credits include The Sketch Artist, Midnight Runaround and A Stranger in Town.

About Joe Blow Films:

Based in Los Angeles, CA, Joe Blow Films was founded in 2002 by director-turned-Executive Producer Joe Piccirillo, and features the talents of directors Dick Buckley, Stanley, Geoffrey Madeja, Scott Randall and Anibal Suarez. The company is represented on the East Coast by Stu Sternbach of Pangea, New York; Julie Vargo, Julie Vargo & Associates, Chicago, in the Midwest; and Claire Worch of Claire & Company, Manhattan Beach, Ca, on the West Coast. For more information contact Joe Piccirillo at joe@joeblowfilms.com.

Web Resources:

Click here to watch JB Rogers' commercial showreel:

http://www.joeblowfilms.com/roster_jbrogers.html

Click here to read his filmography on IMDB.com

<http://www.imdb.com/name/nm0736930/>

Click here to visit the Joe Blow Films website

<http://www.joeblowfilms.com>

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