

BET And A World Premiere Presentation

Written by Robert ID1203

Monday, 18 April 2005 10:17 -

Emmy Award® winner Ving Rhames (Mission Impossible) and platinum-selling hip-hop rap artists and actor Ja Rule (Assault on Precinct 13) star in the complex urban drama BACK IN THE DAY, making its worldwide premiere on BET on Friday, May 13 at 7:30 p.m. ET/PT.

Directed by James Hunter, this gritty tale of love and redemption features an all-star ensemble cast including Pam Grier (The L Word), Frank Langella (Unscripted), "Tatyana Ali (The Brothers)", Giancarlo Esposito, (Law & Order), Tia Carrere (Supernova), and Joe Morton (Ali).

In BACK IN THE DAY, Ja Rule portrays Reggie Cooper, a young man from the rough side of the tracks who lives with his divorced, affluent father (Esposito) in order to avoid the gang activity that almost claimed his teenage life in his mother's neighborhood (Grier). When Reggie reconnects with a recently paroled friend from his past (Rhames), he slips back into a life of crime with fatal consequences. Reggie becomes involved in the murder of a local preacher (Morton) and in aftermath of this crime, he falls in love with the preacher's daughter (Ali).

Ultimately, he must choose between losing everything he cares about and his lifelong loyalty to his oldest friend. BACK IN THE DAY chronicles the powerful story of one man's search for personal redemption.

PREMIERE TELECAST: Friday, May 13 @ 7:30 p.m. ET/PT

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ENCORE PRESENTATION: Saturday, May 14 @ 11:00 p.m. ET/PT

DVD DEBUT: Tuesday, May 24, 2005