

May 4, 2023

MAX ORIGINAL DOCUMENTARY **BAMA RUSH** DEBUTS MAY 23

The VICE Studios Film Explores the Sorority Recruitment Process At The University Of Alabama Which Became A Viral Sensation

- The Max Original documentary film **BAMA RUSH**, directed and executive produced by verité documentary filmmaker Rachel Fleit (“Introducing, Selma Blair”), debuts **TUESDAY, MAY 23** on Max. The documentary follows four young women during sorority recruitment at the University of Alabama in the fall semester of 2022.
- **Synopsis:** In August 2021, the long-held tradition of sorority recruitment at the University of Alabama, also known as rush, went viral on TikTok. Becoming a viral sensation and cultural phenomenon using the hash tag “Bama Rush,” to date more than 2 billion people have watched. In the upcoming feature documentary BAMA RUSH, Fleit follows four young women as they prepare to rush at the university in 2022. In this nuanced and revealing documentary, Fleit explores the emotional complexities and stakes of belonging in this crucial window into womanhood.
- **Credits:** Max presents a VICE Studios production. BAMA RUSH is directed and executive produced by Rachel Fleit; executive produced by Lizzie Fox, Casey Meurer, Kama Kaina; produced by Zachary Luke Kislevitz, Andrew Freston, Danny Gabai; co-executive produced by Eric Lavoie; co-produced by AJ Del Cueto; edited by Drigan Lee; original score by Wynne Ashley Bennett; director of photography Lidia Nikonova.
- On May 23, HBO Max will become [Max](#), Warner Bros. Discovery’s enhanced streaming platform, delivering unparalleled content for everyone in the household, including the best of unscripted to the highest quality in scripted programming, family-friendly content, HBO, Max Originals, WB Movies, the DC Universe, food, home, and documentaries. A large portion of subscribers will have their apps automatically updated, while others will be prompted to download the updated Max app. Additional information can be found [here](#).

CONTACTS

Erica.Rosenthal@warnermedia.com, Abigail.Waddill@warnermedia.com