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Rubin banner rocks with Sutherland doc

Pic to preem in L.A. on Sept. 15

By [PAMELA MCCLINTOCK](#)

In the film "I Trust You to Kill Me," Kiefer Sutherland is a less-than-qualified band manager hitting the road with one of his acts. The twist: The role is for real.

Gary Rubin's First Independent Pictures has picked up distrib rights to the rock docu, which features Sutherland going on international tour with Rocco DeLuca & the Burden, who are signed with Sutherland and Jude Cole's indie music label Ironworks.

Docu is getting a limited release and will bow in Gotham on Sept. 8, followed by an L.A. preem on Sept. 15. It opens in San Francisco on Sept. 29.

"The tour in Europe, and the film that has resulted, was an amazing personal experience," said Sutherland, who will be promoting the pic in each city.

Rocco DeLuca & the Burden's debut album, "I Trust You to Kill Me," is the first release from Ironworks. Sutherland and Cole founded the indie label in 2004; Ron Sexsmith is the only other artist signed, and he has not released his album yet.

Rubin launched First Independent in 2004 with an eye to releasing four to eight titles a year. Distrib bowed three pics this summer: "The Great New Wonderful," starring Maggie Gyllenhaal, Tony Shalhoub and Edie Falco; "Edmond," penned by David Mamet; and "Mini's First Time," starring Nikki Reed, Alec Baldwin, Luke Wilson and Jeff Goldblum.

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