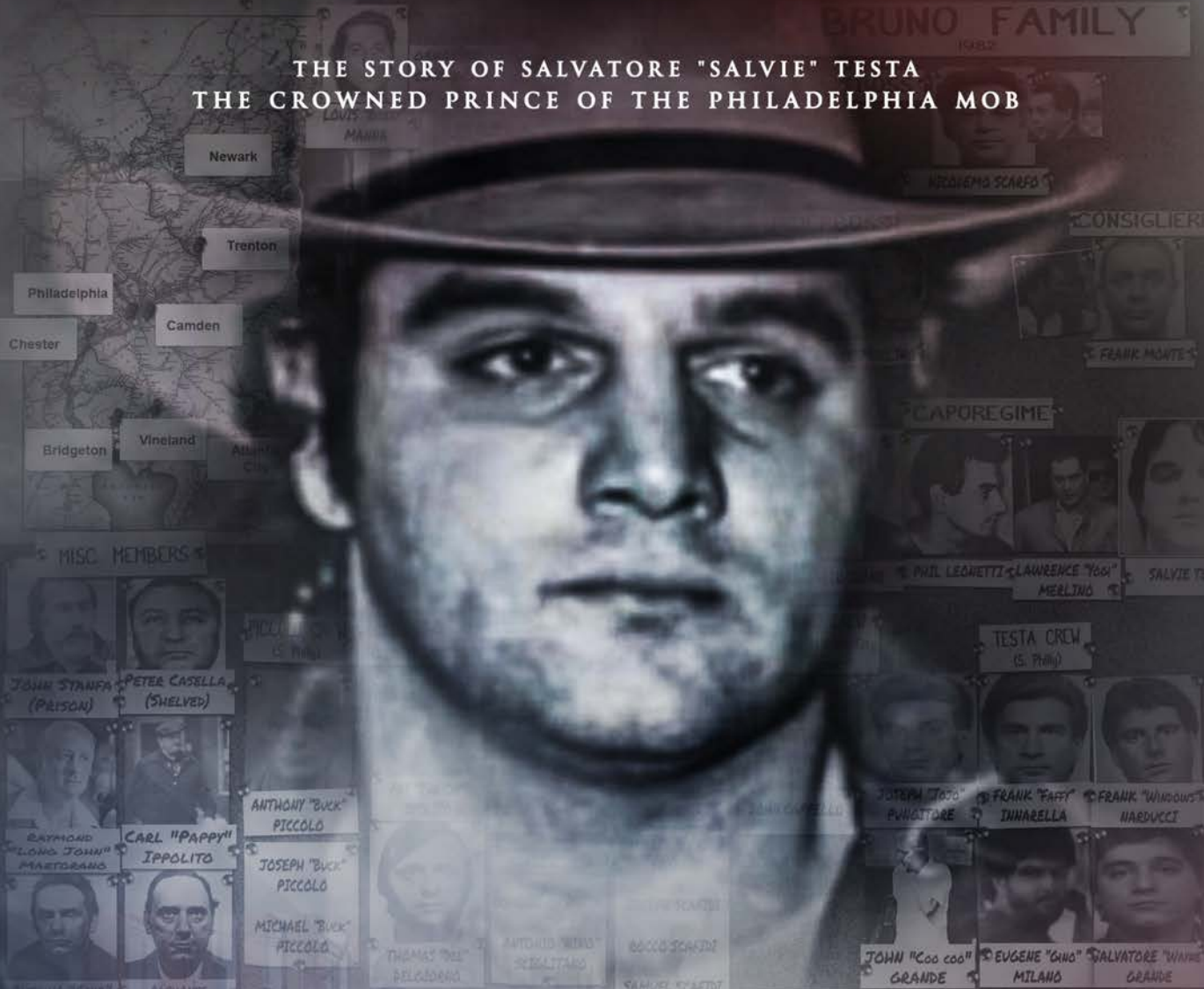


THE STORY OF SALVATORE "SALVIE" TESTA
THE CROWNED PRINCE OF THE PHILADELPHIA MOB



SALVIE

A GREG RUSSO FILM

LOGLINE

Salvie follows the expeditious rise of Salvatore “Salvie” Testa and the series of events leading to the early fall of this Crowned Prince of the Philadelphia Mob.

SYNOPSIS

Salvie had charisma and was a hit with the ladies from his teenage years. Being the son of underboss to Angelo Bruno made him a local celebrity from a very young age. Salvie had a close friend in Rosina, who lived three doors down from Salvie in South Philly. The Philadelphia crime family primarily operated in South Philadelphia, Atlantic City, and had a small crew in the Newark, New Jersey area. Under the reign of their cool-headed boss Angelo “The Docile Don” Bruno, the family enjoyed an era of peace and prosperity. Italian-culture was an integral part of Salvie’s family. With each passing day, he started getting more and more interested in the “family business.”

While Salvie was very much his father’s son and although he did make his own mark in that world. Salvie also wanted to be/do more.



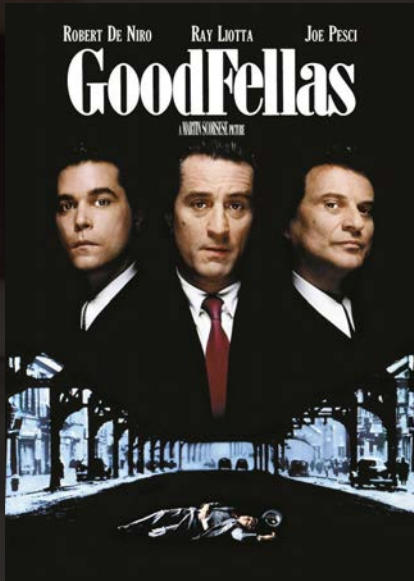
In 1980,

Angelo Bruno's era ended when he was murdered in his car and Salvie's father Philip "The Chicken Man" Testa was made the new boss. A year later he was blown up at his house. Nicodemo "Little Nicky" Scarfo became the next boss. Scarfo was close with Philip and also Salvie's Godfather. He had promised Philip that he would take care of his son if anything ever happened to him. But after the death of his father, all Salvie wanted was revenge. Scarfo promised to get to the bottom of what had happened and the day to avenge his father would come.

Salvie became the protégé of Scarfo and was thought of as his son. He inherited most of his father's businesses. He also developed a lucrative financial arrangement with several local drug dealers. His legitimate and illegitimate businesses made him a millionaire. Salvie was 110% loyal to Scarfo and just fought what became known as the "Riccobene War" on the streets for him & believed in him. In 1983, Sal became engaged to the daughter of Scarfo's underboss but soon realized things were not going to work out and, with Scarfo's permission, he canceled the engagement less than two months before the wedding date. This infuriated Scarfo's Underboss who felt disrespected and approached Scarfo to deal with Testa. To make matters worse, a news article in the Wall Street Journal claimed Salvie was the fastest rising star in the Philly Mob and gave him the title, "The Crowned Prince of the Philadelphia Mob." All this made Scarfo self-conscious and he started to see Salvie's reputation as a threat to his power. Soon he ordered Salvie's execution. Many say that Salvie's murder was the beginning of the end of the Philadelphia Mob. Including many of the cooperating witness's of the 1980's. "If he could kill Salvie, he could kill anybody" "nobody felt safe" – cooperating witness



SIMILAR MOVIES



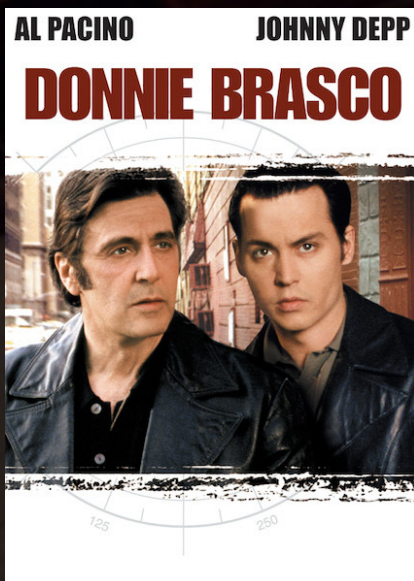
Budget
\$25M

Box Office
\$47M



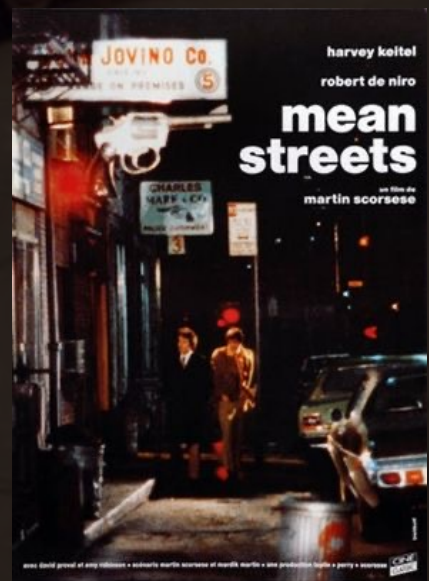
Budget
\$10M

Box Office
\$17M



Budget
\$35M

Box Office
\$125M



Budget
\$500K

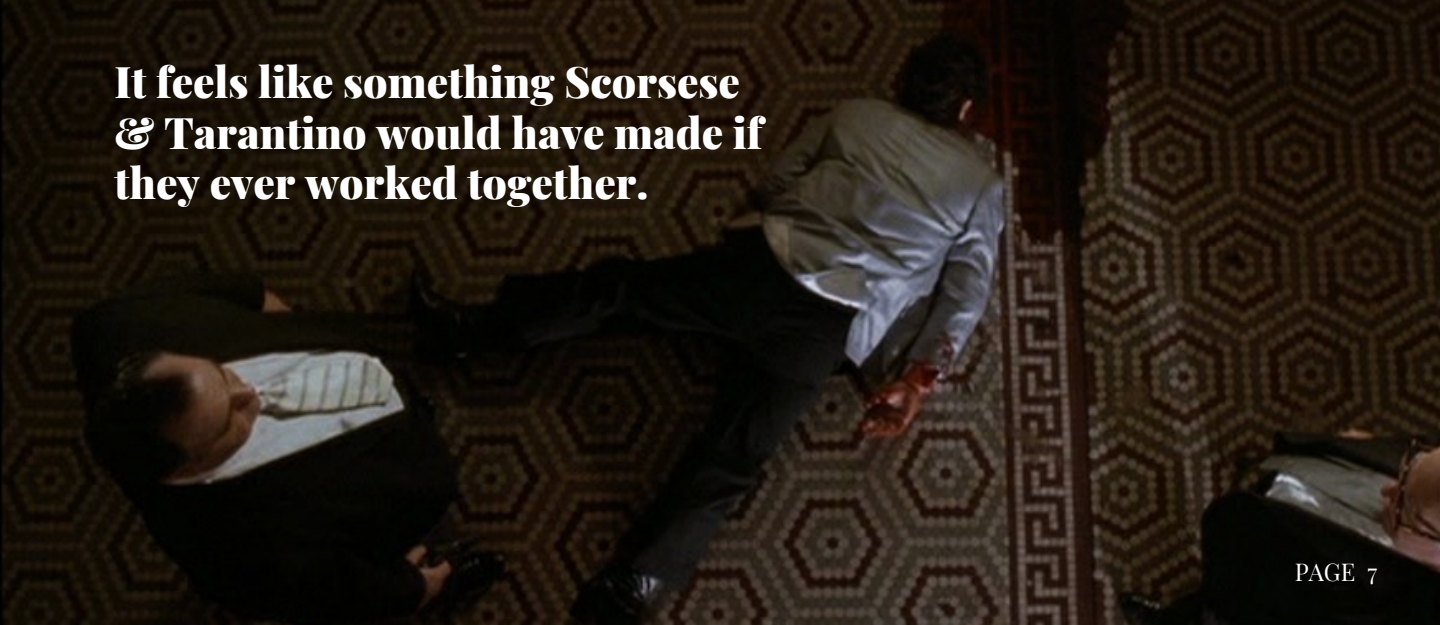
Box Office
\$3M

TON E

In "Salvie" characters are deeply flawed, and tend to either be haunted by past deeds, or highly self-destructive. The movie not only depicts the violence in the family, but also a dive deep into the lives of characters to show us someone on the brink of mental collapse. It allows you to fully grasp the themes of a man dealing with a terrible obsession to take revenge when you know where it's all heading.



Visually it brings us back to the 70's & 80's era.



It feels like something Scorsese & Tarantino would have made if they ever worked together.

CHARACTERS



Salvatore "Salvie" Testa

Salvatore Testa also known as "Salvie" was the son of former Philadelphia boss Philip "The Chicken Man" Testa. He was a Philadelphia gangster who served as a hitman for the Philadelphia crime family during a period of internal gang conflict. He was dashing handsome, and stood 6'6" tall. Popular with the ladies, he wore wavy hair out over his ears in typical 1970's fashion. Salvie had a close relationship with his father & became involved with him in the rackets of loansharking & extortion. After his father's death, he served the next mafia boss who was also his godfather Nicodemo "Little Nicky" Scarfo & he was nicknamed The Crowned Prince of the Philadelphia Mob. Salvie knew the business inside out. He had no mercy on anybody. Business was business, and killing to him was business. Salvie seemed to be the opposite mobster image. He was known to wear track suits and wore no jewelry. He drove around in non-descript mid-size car.



Philip "The Chicken Man" Testa

Philip Testa was the father of Salvie, and the two were very close. After the murder of longtime family boss Angelo Bruno, Philip was appointed the next boss of the Philadelphia family by the commission. He tried to fill the shoes of his former boss which were in fact impossible to fill. Inspired by the philosophy of reconciliation over quarrel, he wanted to keep that Bruno-style going but it was not possible. The death of Angelo Bruno triggered a violent civil war in the family. Salvie became involved with him in the rackets of loansharking and extortion. A mob informant later said, "Salvie was all about "this thing." He knew it inside out. Knew it better than guys who were sixty years old and who'd been in it for forty years. Because of his father, he'd been a good teacher.



Phil "Crazy Phil" Leonetti

Phil "Crazy Phil" Leonetti was the nephew of Nicky Scarfo and also a close friend of Salvie's since childhood. He was by his uncle's side since he was a kid and was also mentored by him in the ways of LCN (La Cosa Nostra). He was part of it all, so when Scarfo demoted Chuckie back down to soldier it was Crazy Phil who became the new underboss. Eventually he became a cooperating witness & testified against his uncle.

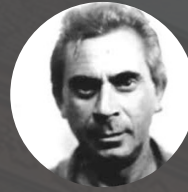


Nicodemo "Little Nicky" Scarfo

Nicodemo "Little Nicky" Scarfo was the successor of Philip Testa in the Philadelphia family. He became a self-centered egotistic maniac & psychopath at the height of his power. Being a Brooklyn-born former boxer and bookmaker, he was nicknamed "Little Nicky." After failing to become a success in the boxing world, Scarfo went to work with his uncle, a Philly Mob soldier in illegal activities in Philadelphia. Scarfo had a murderous reputation, also engaging in organized crime activities such as gambling and extortion. After Philip's death, Scarfo seized the top position for himself, eventually promoting his nephew as his Underboss. He was godfather to Salvie and treated him like a son after his father's demise. He considered Salvie a good soldier and he had promised Philip that he would take care of Salvie in case anything happened to him. Little did anyone know that one day he would start to see Salvie's reputation as a threat to his power. Scarfo would go on to lead the family for a decade with a bloody rampage, fueled by paranoia and aggression.

Marlina

Marlina was the daughter of Scarfo's underboss. Soon after the attempted hit on Salvie in the Italian Market section of South Philly, romance escalated between the two of them and they decided to get married. But trouble in paradise came pretty quick. The two would often fight and ultimately Salvie had a change of heart. He decided to cancel the wedding just two months before it was supposed to happen. At this point the event was all planned, the church date was scheduled, and tablecloths were ready to welcome over 700 guests. There were also talks of having pop singer Michael Jackson perform at the wedding celebration. Salvie thought he was doing the right thing by asking permission from Scarfo to call off the wedding. Scarfo reassured him it would be ok not realizing he was playing both sides. Chuckie took this as a blatant sign of disrespect to him, his daughter, and his family. Scarfo sided with Chuckie, giving him another reason to turn on Salvie.



Chuckie

Chuckie was the father of Salvie's fiancé. He was also Scarfo's oldest friend and underboss in the Mob. He felt deeply disrespected by Salvie when he canceled wedding plans with his daughter after their engagement. Angered, Chuckie sought permission from Scarfo to kill him. Eventually Chuckie began to drink heavily and no one knew what he would say or do when he was drunk. The paranoid Scarfo removed him from the position of underboss.

Johnny Lugicco

Not only Salvie's best friend he was also a soldier in the Scarfo crime family. He reluctantly agreed to set up the hit on his best friend after Scarfo threatened to kill him, his father, and his two brothers. He had one condition though: that he would only go along with the hit if he didn't have to pull the trigger.

Rosina Rucci

Rosina was Salvie's close friend, confidant, and neighbor. The two eventually became romantically involved and their relationship spanned from their teen years all the way up until his death. She was also very close to Salvie's real family. When Salvie's mother passed and then his Father murdered, it was Rosina who was by his side. But soon after all that Salvie, gravitated towards "the life" while Rosina had a different perspective on things. She was faced with the difficult decision to end things with Salvie and take a different path in life. However, the two remained friends up until his death.

A collage of characters from the movie 'The Irishman' in a bar setting. The characters are dressed in suits and are engaged in various activities like smoking cigars and talking. The background shows a bar with bottles and a stone wall.

TARGET AUDIENCE

“Salvie” will have a worldwide appeal to Martin Scorsese fans. Watching this gem filled with characters that thrive in an immoral world of Italian-American mobs of 70’s and early 80’s, it’ll give the viewers a unique cinematic experience. It’ll prove to be a rollercoaster ride not just for the Scorsese fans but also the younger generation & the millennials who love classic mob movies.

SCHEDULE & BUDGET

The anticipated budget will be in the USD \$3M – 5 million range.

It will be shot on location throughout the Atlantic City area of New Jersey and South Philly. Salvie is currently in the script stage of production.

Budget and schedule breakdown available upon request.



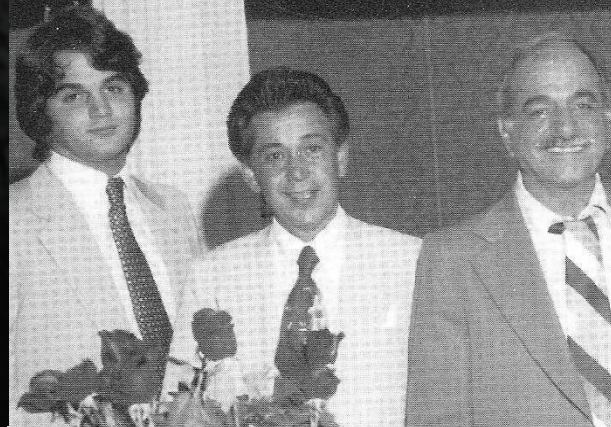
MOODBOARD

Moderno Scarfo's Atlantic City headquarters, from which he is said to be the originator of modern



HISTORY OF THE PHILADELPHIA MOB

In the early 20th century, several Italian immigrants and Italian-American South Philadelphia street gangs joined to form what would eventually become the Philadelphia crime family. Salvatore Sabella was the first leader of the group. They busied themselves with bootlegging, extortion, loansharking, and illegal gambling. After Sabella's retirement, two of his top lieutenants, John Avena and Giuseppe Dovi, began a five-year war for control of the family. Avena was murdered by members of his own faction, and Joseph "Joe Bruno" Dovi became boss of the Philadelphia family next. After a few more bosses Angelo Bruno took over as the head of the Philadelphia Crime Family in 1958. Bruno used his contacts and his own business mind to maintain respect and power among other Mafia bosses in the country. He expanded the family's profit and operations in Atlantic City, which had now become known as the Philadelphia family's turf. Bruno had a reputation for seeking peaceful solutions to family issues instead of violence. On March 21, 1980, Bruno was shot in the back of the head while in his car by a gunman working for his underboss. Salvie's father, Philip Testa, became Bruno's successor and took over the family.





Greg Russo

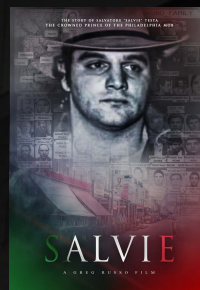
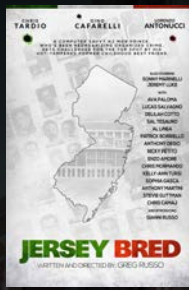
Producer/Writer/Director

Greg Russo was born and raised in North Jersey. In 2000 he started Jersey Bred Productions. In the same year, he produced and co-wrote his first feature film, Ghetto Dawg. The film went on to win Best Picture at the Atlantic City Film Festival. Soon after, it was picked up by Lions Gate for nationwide distribution.

Inspired by mob genre films like Goodfellas, The Sopranos, and Jersey Boys. Russo decided it was time for the next current day mob dramedy to shoot on location throughout NJ. So he took his love of New Jersey, Italian culture, and life experiences and incorporated them into Jersey Bred. The film recently wrapped production and is a major milestone for the Writer/Director, who has been dreaming, planning, and plotting to make this film for many years.

The latest Hollywood film in the mafia genre, Jersey Bred chronicles the life of a computer savvy New Jersey mob prince, (Chris Tardio) who's been reorganizing crime only to get challenged for the top spot by his hot-tempered cousin and former childhood best friend Antony played by (Lorenzo Antonucci). The film started principal photography on September 13, 2021, in Asbury Park, New Jersey.

Russo's next endeavor is the biopic, "Salvie" based on the life of Salvatore Testa with a much bigger canvas and higher budget.



Rosina Rucci

Consulting Producer

Rosina Rucci was born and raised in South Philadelphia. She is the Author of "6000 Days of Us." Much of Salvie is based upon her book along with her personal and private relationship with Salvatore "Salvie" Testa, "The Crowned Prince of the Philadelphia Mob."



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