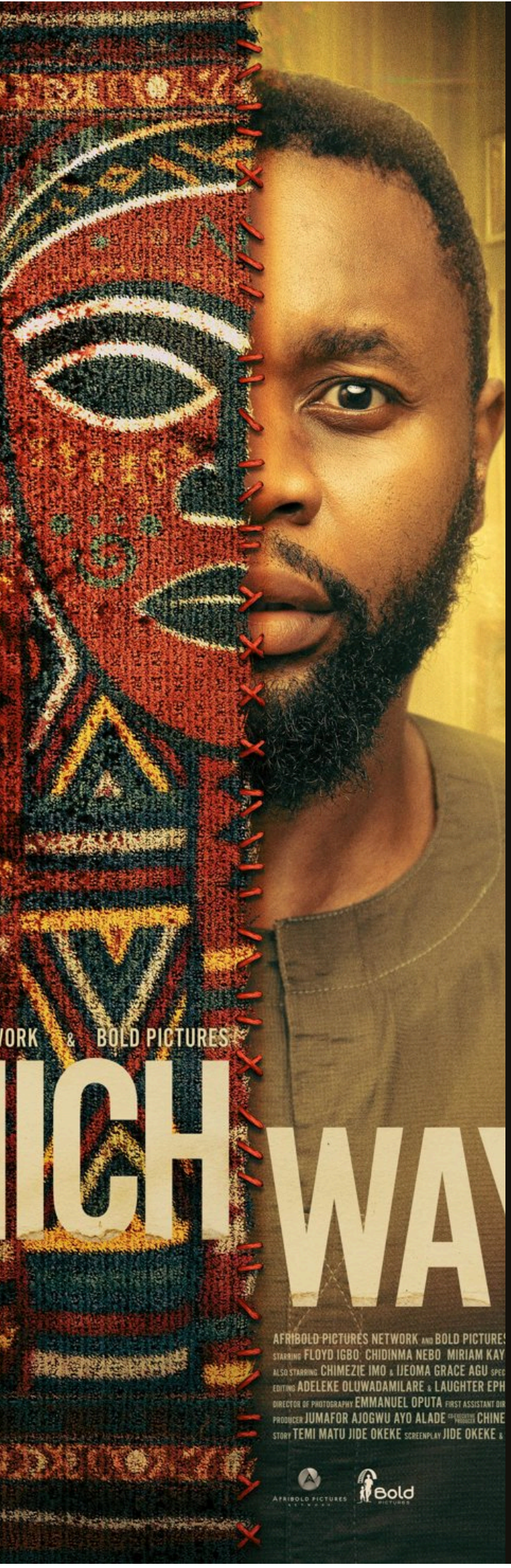


BOLD PICTURES

BOLD PICTURES PRESENTS

WHICH WAY PRESS COVERAGE

A Lagos musical drama directed by Jide Okeke. Africa premiere, in Competition, Africa International Film Festival (AFRIFF), Lagos, 3 November 2026.

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12 ARTICLES AND REVIEWS

IN COMPETITION AFRIFF 2026

2 AWARDS PORTUGAL INDIE FILM FESTIVAL

AS FEATURED IN

BusinessDay · ThisDay · Punch · The Guardian Nigeria · Vanguard · The Sun · The Nation · News Agency of Nigeria · TheCable · The Cabal

BOLD PICTURES, IN CONJUNCTION WITH AFRIBOLD PICTURES NETWORK AND FUTURE 6 MEDIA

PREMIERE COVERAGE

THE SUN

‘WHICH WAY’ PREMIERES AT AFRIFF

REPORT · 8 NOV 2026 · RITA OKOYE

Report from the Africa premiere of Which Way at AFRIFF in Lagos.

https://thesun.ng/which-way-premieres-at-afriff/

THE CABAL

‘WHICH WAY’ TACKLES DOMESTIC VIOLENCE, CHILDHOOD TRAUMA AT AFRIFF PREMIERE

REPORT · 6 NOV 2026

How the premiere put domestic violence, and the silence around it, at the centre of the conversation.

https://thecabal.ng/which-way-tackles-domestic-violence-childhood-trauma-at-afriff-premiere/

VANGUARD

‘WHICH WAY’ DRAWS MASSIVE AUDIENCE AT AFRIFF AFRICA PREMIERE

REPORT · NOV 2026

Premiere-night report on the turnout at Filmhouse Cinemas, Landmark, Lagos.

https://www.vanguardngr.com/2026/11/which-way-draws-massive-audience-at-afriff-africa-premiere/

NEWS AGENCY OF NIGERIA (NAN)

NOLLYWOOD MOVIE ‘WHICH WAY’ TACKLES DOMESTIC VIOLENCE, TRAUMA

WIRE REPORT · NOV 2026

National wire story on the film’s themes of domestic violence and inherited trauma.

https://nannews.ng/nollywood-movie-which-way-tackles-domestic-violence-trauma/

FEATURES AND REVIEWS

BUSINESSDAY

JUMAFOR AJOGWU TAKES BOLD PICTURES’ AFRICAN STORIES TO GLOBAL AUDIENCES

FEATURE · 5 NOV 2026 · IFEOMA OKEKE-KORIEOCHA

Profile of Bold Pictures’ model: films rooted in Africa and built to travel to the global diaspora.

https://businessday.ng/bd-weekender/article/jumafor-ajogwu-takes-bold-pictures-african-stories-to-global-audiences/

THE NATION

YORUBA TRADITIONS, MUSIC FEATURE IN LAGOS DRAMA ‘WHICH WAY’

FEATURE · NOV 2026

The Yoruba traditions, masquerade and music woven through the film’s world.

https://thenationonlineng.net/yoruba-traditions-music-feature-in-lagos-drama-which-way/

THE GUARDIAN NIGERIA

JIDE OKEKE'S 'WHICH WAY' EXPLORES FAMILY CONFLICT THROUGH LIVE MUSIC

FEATURE

Inside the songs the cast sang live on set, and how they carry what the family cannot say.

https://guardian.ng/life/film/jide-okekes-which-way-explores-family-conflict-through-live-music/

BASID MUSA (MEDIUM)

HAVE YOU ASKED YOURSELF: WHICH WAY?

REVIEW · NOV 2026 · BASID MUSA

A review from the premiere about a story that stays with you long after you leave.

https://basidmusa.medium.com/have-you-asked-yourself-which-way-ac90ac397366

BEFORE THE PREMIERE

THISDAY

WHICH WAY SET FOR AN AFRIFF SCREENING THIS NOVEMBER

PREVIEW · 1 NOV 2026

Preview of the Africa premiere, following the film's two wins in Portugal.

https://www.thisdaylive.com/2026/11/01/which-way-set-for-an-afriff-screening-this-november/

THE CABAL

FLOYD IGBO, CHIDINMA NEBO, STAN NZE, OTHERS STAR IN MUSICAL DRAMA WHICH WAY

PREVIEW · 30 OCT 2026 · ANTHONY ADA ABRAHAM

Spotlight on the ensemble cast and the decision to sing the songs live on set.

https://thecabal.ng/floyd-igbo-chidinma-nebo-stan-nze-others-star-in-musical-drama-which-way/

PUNCH

'WHICH WAY' MUSICAL DRAMA TO PREMIERE AT AFRIFF

PREVIEW

Announcement of the Africa premiere and the cast.

https://punchng.com/which-way-musical-drama-to-premiere-at-afriff/

THECABLE LIFESTYLE

JIDE OKEKE'S MUSICAL DRAMA 'WHICH WAY' SET FOR AFRIFF PREMIERE

PREVIEW

Preview of the premiere, the director and the film's theme of inherited trauma.

https://lifestyle.thecable.ng/jide-okekes-musical-drama-which-way-set-for-afriff-premiere/

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