



FOR IMMEDIATE RELEASE
2008 RHODE ISLAND
INTERNATIONAL FILM FESTIVAL
MEDIA RELEASE

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RIIFF Community Outreach & Adopt-a-Film Programs Announced for 2008

PROVIDENCE, R.I. (May 6, 2008)– The **Rhode Island International Film Festival** and its producer, the **Flickers Arts Collaborative**, embrace the rich diversity of its community and proudly support local non-profit organizations. This year, two special programs will be offered to support non-profits in Rhode Island: The **2008 RIIFF Community Outreach Program and the Adopt-a-Film Initiative**. These were created with the idea that film offers new perspectives and possibilities for an ever-changing world.

Program Backstory:

Each year the Festival partners with over 40 non-profit organizations in Rhode Island from various sectors including the arts, human and health services, the environment, education, kid's causes and alumni organizations.

"Non-profits are always at risk regarding funding, particularly in the present economy" said George T. Marshall, RIIFF's Executive Director/CEO. "Our intent with this program is to not only reach out to regional non-profits and build synergy, but also issue a challenge to other non-profits to cross-promote and support one another in a similar fashion.

"We see this as a win-win situation," continued Marshall. "RIIFF builds an audience for our visiting filmmakers and ensures that all seats are filled while partner non-profits gain recognition and raise needed money.

"We have found, and it is at the core of our mission, that collaboration yields not only positive results, but makes for a better community for everyone."

The Benefits:

The **RIIFF Community Outreach Program** has one purpose: provide tickets to the Festival's high profile Opening Night Festivities, which this year will again occur at the Providence Performing Arts Center (PPAC), and help other members of the non-profit community.

According to Marshall, "In tangible terms, a RIIFF donation of 50 seats at our opening night event would yield \$1000 for the partner non-profit. They would keep the entire amount."

The Adopt-a-Film Initiative carries the concept further and provides a platform for each organization to advance its mission through the medium of film and co-host a film screening during the Festival. Each partner organization is paired with a film that is likely to attract an audience interested in its specific cause. With an opportunity to speak to film audiences prior to the screenings and display information at the theater, the groups receive exposure and a chance to connect with filmgoers, filmmakers, other non-profit groups, and more than 24,000 attendees annually. The program helps to promote cultural understanding, philanthropy and volunteerism in the community.

Additionally, through the RIIFF Adopt-a-Film Program, eligible non-profits are provided with packages of festival tickets that they can sell, give away, or use for whatever purposes they deem appropriate to either raise money or awareness. The organizations keep 100 percent of whatever they generate.

If your non-profit organization is interested in participating in the **2008 RIIFF Community Outreach Program and Adopt-a-Film Initiative** and becoming a Festival partner, please e-mail George T. Marshall, Executive Director at georget@film-festival.org. or write to RIIFF at 268 Broadway, Providence, RI 02903. All applications are subject to review.

For more information about the Rhode Island International Film Festival web site at www.RIFilmFest.org

ABOUT THE RHODE ISLAND INTERNATIONAL FILM FESTIVAL:

The **Rhode Island International Film Festival (RIIFF)** discovers and empowers filmmakers. Held in Providence, and locations throughout the state of Rhode Island, RIIFF is one of only a handful of festivals worldwide that is a qualifying event for the Academy Awards (i.e. "Oscars"). RIIFF incorporates gala celebrations, premiere screenings, VIP guests, industry seminars, educational programs, and award ceremonies into a week long extravaganza. Cited as one of the "Best International and Short Film Festivals in the United States," RIIFF is New England's largest film festival, screening a record 300 films. Its innovative programming, cultivated industry ties, and loyal audiences have made the Festival a strategic and desirable platform for film premieres, drawing hundreds of independent filmmakers from around the globe. This year's Festival takes place August 5-10, 2008.

For more information, write RIIFF, P.O. Box 162, Newport, RI 02840. Telephone: 401-861-4445. E-mail: info@film-festival.org, website: www.RIFilmFest.org

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