



FOR IMMEDIATE RELEASE:
**2010 FLICKERS: RHODE ISLAND
INTERNATIONAL FILM FESTIVAL**
MEDIA RELEASE

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The New England Film Festival Alliance (NEFFA) To Creates First-Ever Collaboration

***New regional collaboration links three noted Film Festivals:
Rhode Island, Woods Hole and Martha's Vineyard.***

PROVIDENCE, RI (JULY 25, 2010) — As it opens into its 14th Season, the **FLICKERS: Rhode Island International Film Festival (RIIFF)** announces the creation of a new collaboration with two other festivals in the New England region: the **Woods Hole Film Festival** and the **Martha's Vineyard International Film Festival**.

"According to Peter Bart of 'Variety' there are between 6-7,000 film festivals world wide," noted **George T. Marshall, RIIFF Executive Director**. "With so many Festivals, the question arises just why should one gain valuable sponsorship support over another."

"Earlier this spring we initiated the creation of the **New England Film Festival Alliance (NEFFA)** with our sister festivals of Woods Hole and Martha's Vineyard. Both Festivals share our mission of discovering new talent, and both contribute to the vitality of the arts scene in their respective communities," Marshall added.

"The impact of the recession made for a frail economy in our region that has been slow to recover. To secure sponsorship needed to underwrite such non-profit arts events, it made sense that collaboration was the best approach and going regional made even more sense for ultimate effectiveness.

"From this level of thinking came the Alliance."

HOW IT WORKS:

The **New England Film Festival Alliance** was created to provide a platform for sponsorship for major institutions, foundations, and funders. By providing a regional outlet, the Alliance allows sponsorship to all members with one simplified transaction. Sponsors are offered an even larger audience, more film and year-round opportunities.

According to **Judy Laster, Executive Director of the Woods Hole Film Festival**, "For the first time in film festival history a corporate sponsor can economize their sponsorship dollar and expand their reach within the region of New England. NEFFA has put together a sponsorship package that provides significant visibility among attendees and media through and throughout their partnership.

"The New England Film Festival Alliance brings together three film festivals in New England with the opportunity to reach over 40,000 diverse and educated people annually who align themselves with the celebrities, artists, the art of film making and the lifestyle of these destinations," she noted.

We attract the beauties, the hunks, the comics, the legends...the most cutting edge of talent," stated **Paradise Richard, Executive Director of the Martha's Vineyard International Film Festival.**

"One festival is accredited by the Academy of Motion Pictures Arts and Sciences, Movie Maker Magazine name another festival the top 25 coolest film festivals of 2009 and this internationally renowned vacation destination has attracted numerous American Presidents, world dignitaries and intellectuals of all types."

The New England Film Festival Alliance has plans to grow throughout New England in the years to come, expanding its mission of cross promotion and support and becoming a collaborative resource for member Festivals.

To learn more: contact Judy Laster (woho3@aol.com); Richard Paradise (Rich@mvfilmsociety.com) or George T. Marshall (georget@film-festival.org).

THE FLICKERS' BACKSTORY & MISSION:

The mission of the **Flickers, the Newport Film Society & Arts Collaborative** - now in its 29th year - has been to serve as a creative partner in the arts by uniting various media and arts disciplines that nurture the artistic process and support a vital part of our community. This includes multi-disciplinary art presentations; artistic and cultural activities; performance festivals; video and television productions; audio recordings and broadcasts; educational outreach programs; and the **FLICKERS: Rhode Island International Film Festival (RIIFF)**.

ABOUT RHODE ISLAND INTERNATIONAL FILM FESTIVAL:

The **FLICKERS: Rhode Island International Film Festival (RIIFF)**, has secured its place in the global community as the portal for the best in international independent cinema, earning the respect of domestic and foreign filmmakers, filmgoers and trend watchers. This confluence of art and commerce brought together world-class celebrities, award-winning filmmakers, new talent and audience members in record numbers last year. Ranked as one of the top 12 Festivals in the United States, RIIFF is also a qualifying festival for the Short Film Academy Award through its affiliation with the Academy of Motion Picture Arts & Sciences. There are 65 film festivals worldwide which share this distinction and RIIFF is the only festival in New England. The next Festival will take place **August 10-15, 2010**. For more information about the festival, please visit www.rifilmfest.org.

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