



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

For Details, Photographs or Videos about Flickers News Releases,
Contact: George T. Marshall, Executive Director
georget@film-festival.org • 401.861-4445

A Rewarding Evening for the 7DAYPSA **Innovative new program designed to link filmmakers and artists with non-profit organizations announces competition winners**

(Providence, RI) The inaugural **7DAYPSA Competition** created by the **Flickers Arts Collaborative** (the producer of the annual **Rhode Island International Film Festival**) announced their winners at an awards screening evening on the 23rd. The event was hosted by comedian **Eric Hoffer** at the Comedy Connection in Eat Providence. In this timed filmmaking event, filmmaker teams called "Agencies" had only seven days to write shoot and edit a public service announcement for one of two local non-profit "Client" organizations who were on hand for the screening and awards, **Big Sisters of Rhode Island** and **the Sensational Child**.

The Awards and prizes were presented by **George T. Marshall** of CEO/Executive Director of **FLICKERS** and **Duncan Putney** with **Andre Stark** of Original Concept and Development Associates.

- The Best Public Service Announcement was won by **Smoky Quartz Productions** of New Hampshire which also took home *Best Directing*, *Best Cinematography*, and *Best Editing*.
- The 2nd Place Public Service Announcement was awarded to Providence's **Udris Film Ltd.**, which also won the *Final Draft Best Writing* award and the *Best Actor* award to be shared by their entire cast.
- The 3rd Place Public Service Announcement was won by **Black Screen Studios** of Boston which also took home the *Best Animation* award. Rhode Island's **Rhinosaur Pictures** won *Best Voice Over* in addition to a *Official Client Selection* award. **J. Ryan Solutions** mentored a teenage filmmaker team from **Maverick Landing** in Boston that garnered an *Official Client Selection* award.

The client selected public service announcements will be aired though out the year by our local television media sponsors that include **WJAR TV 10**, **the CW-28**, **ABC 6**, and **Cox Communications**. Without our media sponsors this competition would just be an interesting exercise, but with their support "seven days of effort can really make a difference," say's competition creator **Duncan Putney**. The PSA's will also be shown during **FLICKERS** events through out the year.

"The **7DAYPSA** competition was created right here in Rhode Island and is now expanding to other cities across the nation. This first event as designed as a template for all future events. In fact, local competitions are already in the works for Portland (ME), Boston,

Southeastern Connecticut, New Hampshire, Los Angeles, and Texas," added **George T. Marshall**.

The competition coordinators for the upcoming events in the rest of New England were in attendance to support the filmmakers and non-profits, as well as to exchange ideas for running their own local **7DAYPSA**.

Krystal Kenville from the Maine Film Collaborative commented, "We are so excited to be hosting the competition for the Portland, Maine area in May."

7DAYPSA creator Duncan Putney agrees and added, "This competition is a great way for filmmakers to be proactive about their careers and their karma." In using their skills to help out a local non-profit by creating what is essentially a micro short film, these indie filmmakers get a professional credit for their resumes, and once aired, those PSA's are eligible to be submitted by the **7DAYPSA** for consideration for Emmy, Telly, and other industry awards.

According to Marshall, "The **7DAYPSA** is off to a great start and the real winners are the non-profits that will benefit from having a professional quality media presence. Rhode Island filmmakers can enter any of the local events in the future or just wait until next year for the 2nd annual Rhode Island **7DAYPSA** which will be announced shortly."

Key sponsors for the **7DAYPSA** competition who made the 2010 event possible:

WJAR-TV-10 (*Lisa Churchville*), **the CW-28** (*Chris Raffa*), **ABC-6** (*Judy Shoemaker*), **Cox Communications** (*Ed Mastriano*), **OCD Associates**, **Craved Concepts**, **the 989 Project**, **Final Draft**, **Moviemaker Magaine**, **Virtual Pitch Fest**, **Cronk Software**, **the Comedy Connection** (*Eric Hoffer*), **Tazza Caffé**, **LDI Casting**, **Nara Hookah Lounge**, **Brooklyn Coffee Tea House**, **the RI State Film & TV Office**, **Pizza Pie-er**, and **Sysco Boston LLC**.

ABOUT FLICKERS: RHODE ISLAND INTERNATIONAL FILM FESTIVAL

The **FLICKERS: Rhode Island International Film Festival** (RIIFF), now in its 14th year, 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.

###