

RI INTERNATIONAL FILM FESTIVAL NEWS

P.O. Box 162, Newport, RI 02840 • 96 Second St., Newport, RI 02840
PHONE 401/861-4445 • FAX 401-490-6735, E-mail: info@film-festival.org • Web: www.RIFilmFest.org

FOR IMMEDIATE RELEASE:

August 22, 2006.
Contact: Christina Mealey
401-301-6415
kidseye@film-festival.org

ANNUAL KIDSEYE SUMMER FILMMAKING CAMP WRAPS ANOTHER SUCCESSFUL YEAR AND BUILDS HASBRO PARTNERSHIP

*Summer Filmmaking Camp produced and created by the Rhode
Island International Film Festival to screen Red Carpet Premiere*

(PROVIDENCE/KINGSTON, RI) The KidsEye™ Filmmaking Camp, now in its ninth year and co-sponsored by the University of Rhode Island College of Arts & Sciences and its program in Film Media, prepares to celebrate yet another successful filmmaking venture. On August 27, 2006 at 6:00 p.m. KidsEye™ participants and family will gather at the historic Columbus Theatre Arts Center, 270 Broadway in Providence, RI for the official "Red Carpet Premiere" of the three short films produced during the 2006 session of KidsEye™. The event is free of charge and is open to the public.

According to Christina Mealey, co-director of the KidsEye™ program, "A significant achievement for us this year was KidsEye's collaboration with Hasbro, Inc." ***

Hasbro will be adding footage from this summer's KidsEye™ films to their website for download onto a new media player called "MASSIVELY MINI Media." This will be launched this fall.

"Hasbro generously gave a VCAMNOW and IDOG to all of the KidsEye™ participants," added Mealey.

Each summer at KidsEye™, participants are immersed in an intensive week of film education. The program allows for thirty participants ages 10-16 who are then sub-divided into age groups to work in a variety of production roles on three simultaneous productions. Each group is responsible for contributing to the writing of an original KidsEye™ screenplay. Participants then step into the roles of director, assistant director, director of photography, production designers, lead actor/actress, supporting actor/actress, continuity expert, sound/boom operator,

props/equipment managers and music video choreographer, applying knowledge and terminology gleaned from two days of workshop instruction to a two day shoot.

For 2006, KidsEye's youngest participants, ages 10-12, worked on a screenplay about competition, "51 below," centering on two friends who engage in a popsicle-eating contest with fearful results. The middle age group, composed of participants ages 12 and 13, worked on a screenplay called "Spotlight" about a withdrawn young girl who loves pirates and tries to overcome her shyness to try out for a play about the seafaring villains. The oldest group of 13-15 year olds worked on a screenplay titled "The Note," about a summer school crush gone wrong.

The filmmaking camp concluded with each group shooting a music video in the theme of their movie. On the last day of the camp, participants were also treated to a special presentation from two local filmmakers, Anthony J. Ambrosino and Nicholas Delmenico, who head up the crew of "Sleather," a movie they co-wrote that is currently in production locally. The filmmakers showed one of their short films, "RPG: Chapter Nine," which is a short comedy in which the rules of role-playing games are applied to daily life.

"KidsEye™ participants, many of whom are self-proclaimed gaming fanatics," said Keith Brown, KidsEye™ co-director, "were very enthusiastic about the movie and took advantage of the opportunity to ask Anthony and Nick questions about their work."

Film education did not stop once the week long camp program was over. TangoPix studios, located in the Foundry Building in Providence, RI put together a special behind-the-scenes tour of their state-of-the-art facilities exclusively for KidsEye™ participants and their parents.

The program for the "Red Carpet Premiere" at the Columbus Theatre will include the three KidsEye™ shorts, along with the accompanying music videos and behind-the-scenes footage shot throughout the week. The program will be supplemented by an additional selection of shorts made by and for kids from the archives of the Rhode Island International Film Festival. After the screenings, the audience will partake in a Q&A with KidsEye™ participants, followed by a brief reception. Filmmakers, filmgoers, educators and kids are encouraged to attend this free event.

For more information about KidsEye or other programming offered by the Rhode Island International Film Festival, write to the Festival at 268 Broadway, Providence, RI 02903; call 401-861-4445; or email info@film-festival.org. The official website is www.RIFilmFest.org.

***Hasbro (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing

of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world. (c) 2006 Hasbro, Inc. All Rights Reserved.

###