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MEDIA CONTACT:

Scott Carpenter

scott@capturevalue.com

336-722-9660

Sarah Sheppard

sarah@riverrunfilm.com

336-724-1502 x 108



RIVERRUN TO HOLD FREE SCREENINGS FOR LOCAL FAMILIES, DOG OWNERS

As part of the Community Cinema Initiative, 13th annual Festival will include free screenings of 'Cars' & 'Best in Show'

WINSTON-SALEM, North Carolina – The RiverRun International Film Festival will launch a new Community Cinema Initiative during the 13th annual Festival, running April 8-17 in Winston-Salem, which will consist of two screenings that are free and open to the public.

“We have been trying for some time to offer free community screenings,” said Development Manager Jenny Hwa. “This year, we were finally able to make it happen. The Community Cinema Initiative allows us to reach out to the diverse population of Winston-Salam and truly act on our mission of fostering a deeper understanding of the many people, cultures and perspectives of our world through great films and filmmakers.”

The first Community Cinema Initiative screening is “Fido Frolic.” RiverRun will screen the Christopher Guest’s dog-themed comedy **BEST IN SHOW** at **8:00pm, Sunday, April 10** on the lawn at One Park Vista. The mockumentary film follows different dog owners as they prepare for the Mayflower Kennel Club Dog Show.

Dog owners are invited to bring their canine companions to enjoy the outdoor screening. “Fido Frolic” is sponsored by Ruff Housing and hosted in partnership with the Forsyth County Humane Society. RiverRun encourages a suggested donation of \$2 or a can of pet food. All proceeds of this event will go to the Forsyth County Humane Society to promote animal welfare. *Note: In the event of inclement weather, the “Fido Frolic” event will be moved to 8:00pm, Monday, April 11. Please visit www.riverrunfilm.com for further details.*

For the second Community Cinema Initiative screening, Hanesbrands Inc. will present John Lasseter’s 2006 animated family film **CARS**. The Pixar film about racing automobiles will be screened at the Hanesbrads theatre at **6:00pm, Wednesday, April 12**. The event will include interactive NASCAR displays, special guests and a raffle.

ABOUT RIVERRUN: The RiverRun International Film Festival is a non-profit cultural organization dedicated to the role of cinema as a conduit of powerful ideas and diverse viewpoints. Founded in 1998, RiverRun is a competitive event that annually showcases new films from both established and emerging filmmakers around the world. Each spring, RiverRun screens new narrative, documentary, short, student and animated films, offering both audience and jury prizes in competition categories. The Festival also

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presents a broad range of special events each year, including high-profile regional premieres of significant films, celebrity tributes, family matinees and classic retrospectives as well as a variety of panel discussions and parties.

SPONSORS: The sponsors of the 2011 RiverRun International Film Festival help sustain the organization's mission to foster a greater appreciation of cinema and a deeper understanding of the many people, cultures and perspectives of our world through regular interaction with great films and filmmakers. This year's Festival sponsors includes: Title Sponsors – Reynolds American and The Arts Council of Winston-Salem; Presenting Sponsors – City of Winston-Salem, the Millennium Fund, the Winston Salem Foundation and University of North Carolina School of the Arts; Marquee Sponsors – BB&T, Flow Automotive, Hanesbrands Inc., Kilpatrick Townsend & Stockton LLP, a/perture and ShapiroWalker Design.

TICKETS AND INFO: This year, RiverRun will be show films at a/perture cinema (311 W. Fourth St.), Hanesbrands Theatre (209 N. Spruce St.) and at the University of North Carolina School of the Arts (1533 S. Main St.). Tickets are on sale now at the Stevens Center box office, via www.riverrunfilm.com or over the phone (336-721-1945). For up-to-date information, or for details about volunteering at the Festival, visit www.riverrunfilm.com or call 336-724-1502.

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