

FOR IMMEDIATE RELEASE

April 18, 2011

MEDIA CONTACT

Sarah Sheppard
sarah@riverrunfilm.com
336-724-1502 x 103

Scott Carpenter
scott@capturevalue.com
336-722-9660



RIVERRUN BREAKS ADMISSIONS RECORD
13th annual Festival sees highest number of sold-out shows

WINSTON-SALEM, North Carolina – The RiverRun International Film Festival ended its 13th annual run Sunday. Preliminary numbers reveal a five percent increase in overall admissions to films, panels, parties and events and 49 sold-out shows, more than ever before.

“It’s been a great year for the Festival,” said Executive Director Andrew Rodgers. “Community support of RiverRun has grown dramatically, and more people are aware of the Festival than ever before.”

Admissions for all 2011 Festival films, panels, parties and events totaled 14,184, a new record for RiverRun and a five percent increase from the 2010 total of 13,468.

“This year, more people participated in RiverRun than ever before,” said Rodgers. “We attribute that to our incredibly strong lineup of films.”

Thirty-nine percent of the screenings were sold out, many of which were early morning matinees, a time that normally sees lower admissions numbers.

“We’ve gotten positive feedback about the morning matinees and the intimate venues we used this year,” said Rodgers. “Part of our mission is to get the community excited about films they never would have seen otherwise, so we’re glad the matinees were so popular.”

With the increase in overall admissions, however, also came a decrease in total box office grosses. Total box office grosses for 2011 were \$65,419, a 14 percent decrease from 2010 total of \$76,462.

“This year’s decrease in box office grosses were a direct result of our aggressive outreach efforts, which included half-priced matinee screenings and free community events,” said Rodgers. “We also didn’t have access to a large marquee venue, were limited in our total seating capacity and gave away more complimentary tickets than in years past to our growing roster of donors and sponsors. While these factors combined to lower our total grosses, it was not unexpected.”

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.

RiverRun International Film Festival – 2011 Box Office and Admissions Numbers

4/18/2011, Page 2 of 2

2011 RIVERRUN – BY THE NUMBERS

Dates: April 8-17, 2010

FILMS:

	Features	Shorts	Total Films	Countries
2011	60	61	121	32
2010	71	51	122	34
2009	70	37	107	27
2008	64	31	95	26
2007	61	34	95	25

Total minutes of film shown: 13,173
of film screenings and events: 141
of sold-out screenings: 49 (35 percent)
of student films: 22
of film submissions: 850

VOLUNTEERS:

Year:	2011	2010	2009	2008	2007
Volunteers:	333	370	315	260	229

ADMISSIONS:

Year:	2011	2010	2009	2008	2007
Admissions:	14,184	13,468	12,250	11,200	8,791

Note: RiverRun does not publish “attendance” estimates for the annual Festival. Instead, we publish “admission” statistics, which show how many total individual entries there were into the Festival’s films, panels and parties. Rather than being an estimate, this is a number based on ticket data and is a much more accurate gauge of participation in RiverRun.

BOX OFFICE GROSSES:

Year:	2011	2010	2009	2008	2007
Revenues:	\$65,419	\$76,462	\$85,720	\$71,781	\$53,019

Festival Box Office grosses declined 14 percent in 2011 versus 2010, while admissions increased 5.3 percent and we had more sold-out shows than ever before. Preliminary analysis suggests this is largely due to increased admissions to our lower-priced matinee screenings, a number of free events and the unavailability of a large, marquee venue.

OTHER IMPORTANT FACTS:

of events at which Executive Director Andrew Rodgers counted people using a “clicker”: 21
of random trips to Durham, North Carolina: 1
of shrimp platters consumed at Happy Hour: 3
of 80s-themed Karaoke performances by staff: 5