



RIVERRUN INTERNATIONAL FILM FESTIVAL
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WINSTON-SALEM, NC 27101

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RiverRun receives grant from Academy of Motion Picture Arts & Sciences

WINSTON-SALEM, North Carolina—The Academy of Motion Picture Arts and Sciences announced they have awarded the RiverRun International Film Festival a \$15,000 grant through their Academy Foundation. This grant was part of \$455,000 given out to 25 film festivals for the 2012 calendar year.

"We are thrilled to receive the support of the Academy of Motion Picture Arts and Sciences," said RiverRun Executive Director Andrew Rodgers. "This is a very prestigious grant that only a select few film festivals receive each year. And in addition to providing a welcome boost to our bottom line, this important award also showcases how RiverRun has continued to grow into a nationally significant cultural event."

Only American film festivals that have at least a five-year history are eligible to apply for funding through the Academy, and festivals are not allowed to receive funding in successive years. This is the second time that RiverRun has received funding from the Academy – the first being in 2006. While the grants are awarded for a variety of festival programs, they are intended to help make festival events more accessible to the general public, provide greater access to minority and less visible filmmakers and help strengthen the connection between filmmakers and the general public.

"The RiverRun International Film Festival is one of this city's cultural centerpieces," said Milton Rhodes, President and CEO of the Arts Council of Winston-Salem and Forsyth County. "The Arts Council saw its potential early on and has provided substantial operational support funds over the years. This has been a good investment as we have seen it grow in size and in prestige. RiverRun has helped put Winston-Salem on the map in the world of filmmaking, and we are delighted that the Academy of Motion Picture Arts & Sciences has recognized its good work. In addition to being a great honor, the grant will mean that RiverRun programming will be even stronger in 2012."

Two other North Carolina-based festivals received a 2012 Academy Festival Grant, including Full Frame in Durham (\$20,000) and Cucalorus in Wilmington (\$10,000). Other film festivals that received grants include the major events in Chicago, Los Angeles, Virginia and Cleveland.

The Academy Foundation – the Academy's cultural and educational wing – annually distributes more than \$1 million to film scholars, cultural organizations and film festivals throughout the U.S. and abroad. The Foundation also presents the Academy's rich assortment of screenings and other public programs each year. Since its establishment in 1999, the Academy's Festival Grants Program has distributed 277 grants totaling \$4.85 million in funding. For more information about the Academy, visit www.oscars.org.

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 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. The next Festival will take place April 13-22, 2012. For more information, visit www.riverrunfilm.com.