



RIVERRUN INTERNATIONAL FILM FESTIVAL
305 WEST FOURTH STREET #1A
WINSTON-SALEM, NC 27101

FOR IMMEDIATE RELEASE:

November 17, 2011

MEDIA CONTACT:

Scott Carpenter

scott@capturevalue.com

336-722-9660

RiverRun receives NEA grant to support 'Films with Class'

WINSTON-SALEM, North Carolina—The National Endowment for the Arts (NEA) Chairman Rocco Landesman today announced that the agency will award 863 grants to organizations and individual writers across the country. The RiverRun International Film Festival is one of the grantees and will receive \$10,000 to support the Festival's year-round 'Films with Class' education program. The 863 grant awards total \$22.543 million, encompass 15 artistic disciplines and fields, and support projects in 47 states, the District of Columbia, and Puerto Rico.

In addition to public screenings and events, RiverRun presents free screenings to students and participating schools throughout the year and during the run of the annual Festival. This Education Outreach initiative, dubbed Films with Class, helps thousands of students understand the diversity of the human experience and become better global citizens. RiverRun works with K - 12 educators to find new ways of incorporating great films into the classroom and listens to the needs of teachers to select the right mix of films from around the world for the program and create lesson plans that enhance established curriculum goals. Since 2009 RiverRun has visited dozens of schools and delivered a life-enriching experience to more than 5,000 students in Forsyth County, NC. This program is also supported by Wells Fargo and a grant from the Arts Council of Winston-Salem and Forsyth County.

"Art Works is the guiding principle at the NEA," said agency Chairman Rocco Landesman. "And I'm pleased to see that principle represented through the 823 Art Works-funded projects included in this announcement. These projects demonstrate the imaginative and innovative capacities of artists and arts organizations to enhance the quality of life in their communities."

"We are very proud to receive funding from the National Endowment for the Arts this year for our Films with Class educational outreach program," said RiverRun Executive Director Andrew Rodgers. "We firmly believe that great films can be invaluable addition to classrooms and can help teach today's students how to be better global citizens. With the support of the NEA, Wells Fargo and the Arts Council of Winston-Salem and Forsyth County, we'll be able to share even more films and reach more students than ever before."

Three other North Carolina-based film organizations received NEA funding through this grant. The Center for Documentary Studies in Durham received \$25,000 to support the upcoming Full Frame Documentary Film Festival, while the Cucalorus Film Festival in Wilmington and the Light Factory in Charlotte each received

- continued -

RiverRun receives NEA grant to support 'Films With Class'

11/17/11, Page 2 of 2

\$10,000. Other film organizations to receive funding with this grant include the National Film Preservation Foundation and New York's Film Forum and the Film Society of Lincoln Center.

"It is important to note that the NEA has provided significant attention and funding to projects in Winston-Salem in recent months, first with the grant to Creative Corridors and now RiverRun," Winston-Salem Mayor Allen Joines said. "I know that Rocco Landesman has his eyes on Winston-Salem and is fully supportive of the arts projects taking place in the City of Arts and Innovation. On behalf of the Mayor's office and the citizens of Winston-Salem, I congratulate RiverRun on receiving this grant that will ultimately benefit thousands of local students."

In March 2011, the NEA received 1,686 eligible applications for Art Works requesting more than \$84 million in funding. The resulting funding rate of 49 percent of eligible applications reflects both the significant demand for support and the ongoing vitality of the not-for-profit arts community despite current financial challenges. Art Works grants are awarded based on the applications received by the NEA and how those applications are assessed by the review panels. For a complete listing of projects recommended for Art Works grant support, visit the NEA web site at www.arts.gov.

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.

#