

NEWS RELEASE

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FOR IMMEDIATE RELEASE

2003 IDAHO INTERNATIONAL FILM FESTIVAL

Boise, ID (February 10, 03) – From March 6th to March 9th, the 2003 Idaho International Film Festival will launch its inaugural event. The Festival features an exciting, diverse, and award-winning selection of films that represent the best new independent cinema from America and abroad. All films will be screened at the beautifully restored Egyptian Theatre and the 8th Street Marketplace Cinemas in downtown Boise.

2003 Idaho International Film Festival:

The annual Idaho International Film Festival showcases excellent unseen films that will satisfy every taste: comedy, drama, documentary, science fiction, Spanish language cinema, sports, animation, suspense, music, family-friendly Saturday and Sunday matinees, and edgy late-night offerings. More than 20 feature film programs will unspool throughout the weekend. Delegates from many of the films will attend their screenings to host Q&A sessions with the audience.

Every year, it becomes more difficult for filmmakers to obtain distribution and exhibition, particularly those driven to create somewhat non-commercial projects. The goal of film festivals is to promote the Cinema Arts by providing a venue for artists working outside the Hollywood studio system to have their voices heard. The Idaho International Film Festival exists to provide a forum for exciting, unheralded film and video work, to allow film artists to interact directly with their audience, and to expand the range of film choices available to the people of Idaho. Idaho's rapidly expanding population, a demand for Arts and Cultural events, and the strong public desire to create and foster a vibrant downtown core, make Boise the perfect host for the annual event.

A partnership between the Boise River Festival organization, Bruce Fletcher and James Rice was formed to commence the annual Idaho International Film Festival. The Boise River Festival is a not-for-profit, special events organization that produces a variety of entertainment programs throughout the year. Bruce Fletcher is a recognized industry professional, with more than 15 years of experience in the Canadian and American film industries. He is currently the Director of Programming for the San Francisco Independent Film Festival, and was the Program Director for the Hawaii International Film Festival. James Rice is the Executive Producer of Studio Reload, a digital services marketing agency based in Boise. The project is bolstered by James' extensive New Media expertise and his comprehensive knowledge of the local and regional independent film community.

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Opening and Closing Gala Films and Festival Parties:

The Film Festival kicks off with two films on Thursday, March 6 at the historic Egyptian Theatre. The 7:00 p.m. Opening Night Gala Film is award-winning director Alexandre Rockwell's 13 MOONS, starring Steve Buscemi, Lorraine Bracco, and David Proval. Mr. Rockwell and members of the cast are expected to attend. At 9:15 p.m., we will screen Spanish director Juan Carlos Fresnadillo's debut feature—the international festival favorite INTACTO, starring Max Von Sydow.

The Opening Night Gala Party begins at 7:00 p.m. until Midnight at *Bardenay*, the Official Film Festival Gala Host, and features a catered reception and dancing to live music by The New Trio, featuring Chuck Smith and Sandon Mayhew, and followed by the Walter Ego band.

On Friday and Saturday night, night owls and cult film aficionados can take a walk on the wild side with Midnight Movies at the 8th Street Marketplace Cinemas. After Saturday's Midnight show, the party will continue until the wee hours across the street at *The Big Easy Concerthouse*.

The Festival wraps on Sunday, March 9, with the Closing Night Film, BEND IT LIKE BECKHAM, at the Egyptian Theatre starting at 7:00 p.m. The Closing Reception will be at *Bardenay*, with live music by The New Trio, from 7:00 p.m. until 10:30 p.m.

Throughout the weekend, Festival audiences are invited to relax before and after film screenings at the Film Festival's Host Lounge, *Red Feather* - the newest downtown hot spot.

Blockbuster Audience Award:

All Festival attendees will have the opportunity to cast a ballot for their favorite films, and help to select the Blockbuster Audience Award for Best Film of the Festival. The Blockbuster Audience Award-winning film will be announced on Monday, March 10, 2003.

Ticketing:

Tickets are available at the door for all screenings. Please try to arrive at least 15 minutes prior to showtime to purchase tickets. Individual tickets are \$8.00, or \$6.00 for all films before 5:00 p.m.

Tickets for the Opening Night Gala Film at 7:00 p.m. are \$15.00, or \$25.00 for a film ticket and admission to the Gala Party.

Same-day tickets are only available at the theater box-office. Box-offices open 30 minutes prior to the first show of the day, and will sell tickets for films at that theater on that day only.

Discount Ticket Packages, with reserved seating options and other benefits, are also available. For advance purchase of Ticket Packages, or to receive more information about Festival Pass Options,

please visit www.I2F2.com, or call 208-338-8887 ext. 4. Flash passes and reserved tickets are not required to attend Festival screenings.

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Festival Sponsors & Partners:

The 2003 Idaho International Film Festival is sponsored by: Blockbuster Video; 94.9 The River and KIVI-TV 6 On Your Side both entities of the Journal Broadcast Group; 8th Street Marketplace Cinemas; Southwest Airlines; The Grove Hotel; Bardenay Restaurant & Distillery; Red Feather Lounge; Pyramid Ales & Lagers; SolutionPro; PromoShop; and Studio Reload.

Press Accreditation and Materials:

Accredited members of the Press will have access to (all items subject to availability): stills, slides, Press Kits, 300dpi graphic files, Beta SP EPKs, DVD & _ VHS screener tapes, and access to film representatives for pre-Festival telephone/email interviews.

Film Program and Schedule:

Please visit www.I2F2.com for the list of confirmed films. The final Film Program and Screening Schedule will be posted on the website soon, and in the Official Program Guide available on February 25.

Request for Volunteers:

Volunteers are needed to fill a variety of positions at the Idaho International Film Festival from March 6 – 9. Volunteer opportunities include ticket takers, will call support, program and ballot distributors, theater ushers and hospitality services. If you are interested in volunteering, please contact Erin O'Neill at 208-338-8887 ext. 3 for complete details and volunteer incentives.

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