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Rhode Island International Film Festival 2007

M E D I A R E L E A S E

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RIFF Community Outreach & Adopt-a-Film Programs

PROVIDENCE, R.I. (May 18, 2007)– The Rhode Island International Film Festival and the Flickers Arts Collaborative embrace the rich diversity of its community and proudly supports local non-profit organizations. The RIFF Community Outreach and Adopt-a-Film Programs were created with the idea that film offers new perspectives and possibilities for an ever-changing world. Each year the Festival partners with over 20 non-profit organizations in Rhode Island from various sectors including the arts, human and health services, the environment, education, kid's causes and alumni organizations.

"Non-profits are always at risk regarding funding, particularly when they rely on government funding," said George T. Marshall, RIFF's Executive Director/CEO. "Our intent with this program is to not only reach out to regional non-profits and build synergy, but also issue a challenge to other non-profits to cross-promote and support one another in a similar fashion.

"We see this as a win-win situation," continued Marshall. "RIFF builds an audience for our visiting filmmakers and ensures that all seats are filled while partner non-profits gain recognition and raise needed money. In tangible terms, a RIFF donation of 50 seats at our opening night event would yield \$750 for the partner non-profit. They would keep the entire amount.

"We have found, and it is at the core of our mission, that collaboration yields positive results."

The RIFF Community Outreach Program provides a forum for each organization to further its mission through the medium of film and co-host a film screening during the Festival. Each organization is paired with a film that is likely to attract an audience interested in its cause. With an opportunity to speak to film audiences prior to the screenings and display information at the theater, the groups receive wonderful exposure and a chance to connect with filmgoers, filmmakers, other non-profit groups, and more than 23,000 attendees annually. The program helps to promote cultural understanding, philanthropy and volunteerism in the community.

Additionally, through the RIFF Adopt-a-Film Program, eligible non-profits are provided with packages of festival tickets that they can sell, give away, or use for whatever purposes they deem appropriate to either raise money or awareness. The organizations keep 100 percent of whatever they generate.

If your non-profit organization is interested in participating in the 2007 RIFF Community Outreach or Adopt-a-Film Programs and becoming a Festival partner, please e-mail George T. Marshall, Executive Director at georget@film-festival.org or write to RIFF at 268 Broadway, Providence, RI 02903. All applications are subject to review.

For more information about the Rhode Island International Film Festival web site at www.RIFilmFest.org