



FOR IMMEDIATE RELEASE

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**FILM INDEPENDENT BRINGS 2010 LOS ANGELES FILM FESTIVAL,
PRESENTED BY THE LOS ANGELES TIMES,
TO DOWNTOWN LOS ANGELES**

- L.A. LIVE to serve as primary hub -

**- Screening Venues to Include Regal Cinemas L.A. LIVE Stadium 14, REDCAT,
Downtown Independent, GRAMMY Museum®, Orpheum Theatre, Nokia Plaza,
and California Plaza -**

LOS ANGELES (April 8, 2010) – Film Independent, the non-profit arts organization that produces the Spirit Awards, Los Angeles Film Festival, and year-round artist development programs and exhibition events, announced today that the 2010 edition of the Los Angeles Film Festival, presented by *The Los Angeles Times* is joining the vibrant, burgeoning independent arts community in downtown Los Angeles. The Festival runs from June 17-27 and will encompass venues throughout the City of Los Angeles and be centered at L.A. LIVE. The move is reflective of the Festival's continued growth and its efforts to embrace the cultural diversity and energy of Los Angeles. The Festival will present its screenings and events at the new Regal Cinemas L.A. LIVE Stadium 14, the REDCAT (Roy and Edna Disney/CalArts Theater), the Downtown Independent, the Soundstage Theatre at the GRAMMY Museum®, JW Marriot Hotel Los Angeles at L.A. Live, The Ritz-Carlton Hotel Los Angeles, Orpheum Theatre, and California Plaza. The Festival will also continue its tradition of nighttime screenings at the outdoor John Anson Ford Amphitheater in Hollywood and The Times will again serve as presenting partner, as it has since 2006.

Over the past 16 years, the Los Angeles Film Festival has grown from being held in one theater with 5,700 attendees to include a sprawling list of event venues that attract more than 85,000 attendees. The Festival moved to Westwood Village in 2006 to accommodate its growing audience, which doubled in the four years it was based there.

“The Festival’s move to downtown Los Angeles allows us a unique opportunity to celebrate the history and future of our City,” said Festival Director Rebecca Yeldham. “Our new location will continue to pave the way for LAFF to realize its potential as an international

destination event, and unites our filmmakers and audiences with the diverse arts community that exists downtown.”

“Downtown Los Angeles continues to attract more of the city’s best music, visual arts, and dance events. Now, the programming universe is more complete with the arrival of the Los Angeles Film Festival to downtown venues from LA Live to REDCAT. We are delighted to have such an important film festival celebrating L.A.’s unique diversity, creative culture, and artistic talent join this growing arts community,” said Olga Garay, Executive Director of the City of Los Angeles Department of Cultural Affairs.

“We welcome the Los Angeles Film Festival and its supporters to L.A. LIVE and downtown Los Angeles, an area that is already considered one of the great arts communities in our region,” said Tim Leiweke, president and CEO, AEG, developers of L.A. LIVE. “With our array of restaurants and entertainment options for visitors, L.A. LIVE was truly built to be the home of prestigious internationally noted events like the Los Angeles Film Festival.”

The 2010 Los Angeles Film Festival runs June 17 through June 27. Over 200 features, shorts, and music videos from more than 30 countries make up the main body of the Festival. The Festival’s official film selections will be announced in early May. For more information on pass sale dates and tickets, register your e-mail address at LAFilmFest.com.

ABOUT THE LOS ANGELES FILM FESTIVAL

Now in its sixteenth year, the Los Angeles Film Festival is widely recognized as a world-class event, showcasing the best of new American and international cinema and providing the movie-loving public with access to some of the most critically acclaimed filmmakers, film industry professionals, and emerging talent from around the world.

The Festival features unique signature programs including the Filmmaker Retreat, Ford Amphitheater Outdoor Screenings, Poolside Chats, and more. Additionally, the Festival screens short films created by high school students and has a special section devoted to music videos.

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The Los Angeles Film Festival is presented by the *Los Angeles Times*, and is supported by Premier Sponsors ZonePerfect® Nutrition Bars and L.A. Live and Principal Sponsor Kodak. Special support is provided by the National Endowment for the Arts. American Airlines is the Official Airline Partner, WireImage is the Official Photography Agency, and PR Newswire is the Official Breaking News Service of Film Independent.

More information can be found at LAFilmFest.com

ABOUT FILM INDEPENDENT

Film Independent is a 501 (c)(3) non-profit arts organization that champions independent film and supports a community of artists who embody diversity, innovation, and uniqueness of vision. Film Independent helps filmmakers make their movies, builds an audience for their projects, and works to diversify the film industry. Film Independent’s Board of Directors, filmmakers, staff, and constituents are comprised of an inclusive community of individuals across ability, age, ethnicity, gender, race, and sexual orientation. Anyone passionate about film can become a member, whether you are a filmmaker, industry leader, or film lover.

With over 250 annual screenings and events, Film Independent provides access to a network of like-minded artists who are driving creativity in the film industry. Film Independent offers free Filmmaker Labs for selected writers, directors, and producers; provides cut-rate services for filmmakers; and presents year-round networking opportunities. Film Independent’s mentorship and job placement program, Project:Involve, pairs emerging culturally diverse filmmakers with film industry professionals.

Film Independent produces the Los Angeles Film Festival, celebrating the best of American and international cinema, and the Spirit Awards, a celebration honoring films and filmmakers that embody independence and dare to challenge the status quo.

For more information or to become a member, visit FilmIndependent.org.

ABOUT REGAL CINEMAS L.A. LIVE STADIUM 14

The new Regal Cinemas L.A. LIVE Stadium 14 is a state-of-the-art and technologically advanced theatre with all 14 auditoriums featuring digital projection and sound systems along with high gain screens, high-back reclining seats and retractable cup holders guaranteeing the ultimate comfort for the best movie experience. Opened just last October 27, the Regal Cinemas L.A. LIVE Stadium 14 also features an 800-seat premiere house with a private entrance and lobby in addition to a grand spiral staircase leading to the premiere theatre's balcony level. As the West Coast "flagship" of Regal Cinemas, the nation's largest movie exhibitor, the theatres are located within downtown Los Angeles' L.A. LIVE \$2.5 billion sports, residential and entertainment district anchored by the just opened JW Marriott Los Angeles at L.A. LIVE hotel. Visit L.A. LIVE today at www.lalive.com

ABOUT REDCAT (ROY AND EDNA DISNEY/CALARTS THEATER)

Opened by CalArts in 2003, REDCAT introduces diverse audiences, students and artists to the most influential developments in the arts from around the world, and gives artists in this region the creative support they need to achieve national and international stature. REDCAT is the newest partner in an international network of adventurous art and performance centers, which together are playing a vital role in the evolution of contemporary culture. REDCAT is a center for experimentation, discovery and lively civic discourse. For more information, visit www.redcat.org.

ABOUT DOWNTOWN INDEPENDENT

Downtown Independent is the hub for independent film in Los Angeles. The state-of-the-art facility houses a 222 seat auditorium capable of screening films in any format from 35mm to digital 3D. Located at 251 South Main Street in Downtown Los Angeles the theater provides easy access for independent productions to reach a live audience. Downtown Independent has become the space for film enthusiasts to enjoy the latest independent films as well as classics, new music and art.

ABOUT THE GRAMMY MUSEUM®

Paying tribute to music's rich cultural history, this one-of-a-kind, 21st-century Museum explores and celebrates the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the premier recognition of excellence in recorded music – the GRAMMY Award. The GRAMMY Museum features 30,000 square feet of interactive and multimedia exhibits located within L.A. LIVE, the downtown Los Angeles sports, entertainment and residential district. Through thought-provoking and dynamic public and educational programs and exhibits, guests can experience music from a never-before-seen insider perspective that only The GRAMMY Museum can deliver. For more information, please visit www.grammymuseum.org

ABOUT ORPHEUM THEATRE

The newly restored Orpheum Theatre, one of L.A.'s most venerable landmarks, is a major entertainment venue for concerts, movie premieres, film festivals, location shoots, theatrical productions and special events. Since its 1926 opening, the Orpheum has played host to some of the most venerable names in show business – from burlesque and vaudeville to jazz, rock 'n roll and the movies.

ABOUT GRAND PERFORMANCES (CALIFORNIA PLAZA)

Grand Performances is Southern California's largest presenter of free performing arts programs and a landmark nonprofit arts institution established with a primary focus on bringing together the diverse peoples of Los Angeles, in unique settings, for concerts celebrating the cultural contributions of our community's peoples.

ABOUT L.A. LIVE

Developed by AEG, **L.A. LIVE** is a 5.9 million square foot / \$2.5 billion downtown Los Angeles sports, residential & entertainment district adjacent to STAPLES Center and the Los Angeles Convention Center featuring the recently opened **Club Nokia**, a 2,300 capacity live music venue, **Nokia Theatre L.A. LIVE**, a 7,100-seat live theatre, a 54-story, 1001-room convention "headquarters" destination (featuring *The Ritz Carlton* and *JW Marriott hotels* and 224 luxury condominiums – **The Ritz Carlton Residences at L.A. LIVE** – all in a single tower), the state-of-the-art **Regal Cinemas L.A. LIVE Stadium 14** theatres, "broadcast" facilities for ESPN, a 100,000 sf special events deck, the one-of-a-kind **GRAMMY Museum®**, saluting the history of music and the genre's best know awards show all centered around **Nokia Plaza L.A. LIVE**, a 40,000 sf outdoor event space, twelve signature restaurants along with entertainment, residential and office space.

Visit L.A. LIVE today at www.lalive.com

ABOUT THE LOS ANGELES TIMES

The [Los Angeles Times](http://latimes.com) is the largest metropolitan daily newspaper in the country, with a daily readership of 2 million and 3 million on Sunday, and a combined print and interactive local weekly audience of 4.5 million. The fast-growing latimes.com draws over 10 million unique visitors monthly. The Los Angeles Times Media Group businesses and affiliates also include [The Envelope](#), [Times Community Newspapers](#), [LA, Los Angeles Times Magazine](#), [Brand X](#), [Hoy](#), and California Community News and - combined with the flagship Los Angeles Times - reach approximately 5.9 million or 44% of all adults in the Southern California marketplace. The Pulitzer Prize-winning Times has been covering Southern California for over 128 years and is part of Tribune Company, one of the country's leading media companies with businesses in publishing, the Internet and broadcasting. Additional information is available at <http://latimes.com/aboutus>.

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