

FOR IMMEDIATE RELEASE

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VOTE FOR 2009 HIFF FILMS BEFORE FESTIVAL STARTS!

Oceanic Time Warner Cable Invites Subscribers to Vote From Home

For Favorite Local Short Film with Video On Demand Starting Oct. 1st

HONOLULU, HI (September 30, 2009) – You can help choose a winner at the 2009 Hawaii International Film Festival (HIFF) by voting for your favorite film before it even premieres! Starting Thursday, October 1st, The 'Viewers Choice Award,' powered by Oceanic Time Warner Cable and presented by Central Pacific Bank, invites subscribers to support Hawaii filmmaking by choosing their favorite Hawaii-made short film at this year's 29th annual Hawaii International Film Festival. Viewers will be allowed to vote until Monday, October 19th at midnight.

Chuck Boller, HIFF's Executive Director says, "We're proud to continue this partnership with Oceanic Time Warner Cable and NGN-on-Demand for creating a space that goes beyond the brick and mortar festival. Patrons can not only get a sneak peek of what's in store at HIFF this year, they can also support local-made films by viewing and voting for their favorite short film from the comfort of their own home."

Oceanic Time Warner Cable's video-on-demand features a selection of Hawaii-made short films on NGN channel 680, and then viewers can vote from this selection on NGN channel 681. Viewers can just follow the simple viewing and voting instructions by browsing the "HIFF" category. The film that garners the most votes will be announced at HIFF's Awards Show and a cash prize will be awarded.

This year's participating films and filmmakers include numerous submissions from students of the University of Hawaii, Academy for Creative Media (ACM). The Viewer's Choice Award showcase includes **AJUMMA, ARE YOU KRAZY?** directed by Brent Anbe, **BLUE TARP CITY** directed by Henry Mochida, **THE BRANCH WILL NOT BREAK** directed by Fabio Cordoso, **FLOWERS, CHOCOLATES & CANDLELIT DINNERS** directed by Priscilla Stafford (ACM), **DOG & CAT** directed by Robert Omura (ACM), **HOLOMUA** directed by Vince Keala Lucero, **LAYOVER, ON THE SHORE** directed by Christopher Yogi, **RIP SMART** directed by Steve Bristow and **STONES** directed by Ty Sanga.

Over 170 films from 36 different countries will be featured at this year's festival. HIFF's 2009 program is being held at the Regal Dole Cannery Stadium 18 Cinemas from October 15–25. Tickets go on sale Thursday, October 1st for HIFF Ohana members and Monday, October 5th to the public. General admission tickets are available for \$10 or \$9 for students, seniors, children and military. Tickets may be

purchased in person at HIFF's box office at 650 Iwilei Road #101 across from Regal Dole Cannery Stadium 18 Cinemas or by phone at (808) 548-5905. The film guide is available now online at www.hiff.org. For more information please visit us at www.hiff.org.

FILM SYNOPSES (All screening times subject to change)

(MY HIFF: Indicates Other Films Viewers Might Like)

AJUMMA! ARE YOU KRAZY?

SHORTS PROGRAM #5

AJUMMA! ARE YOU KRAZY! Is a zany comedy that follows the misadventures of three Korean drama fanatics. The screening is sponsored by Vitamin Water.

United States / 2009 / 26m

Director: Brent Anbe

17-Oct 9:15 PM Dole

BLUE TARP CITY

SHORTS PROGRAM #1

BLUE TARP CITY takes a closer look into the recent spike of the Hawaiian-houseless population. Imagine post-card beaches, prime coastal property and the displacement of hundreds of indigenous people. This screening is sponsored by Vitamin Water.

United States/ 2009 / 16m

Director: Henry Mochida

16-Oct 5:45 PM Dole

THE BRANCH WILL NOT BREAK

SHORTS PROGRAM #5

Frank is a regular guy who is looking for the one big score that will change his life. This screening is sponsored by Vitamin Water.

United States / 2009 / 25m

Director: Fabio Cordoso

17-Oct 9:15 PM Dole

FLOWERS, CHOCOLATES, AND CANDLELIT DINNERS

ACM NIGHT

Determined to show just how serious he is about the relationship, a young man plans on showing his love by relying on the "classic romantic gestures. This screening is sponsored by the University of Hawaii, Academy of Creative Media.

United States / 2009 / 12m

Director: Priscilla Stafford

23-Oct 7:45 PM Dole

DOG AND CAT

ACM NIGHT

A fun story about a brother and sister stuck together in the family van on a hot winter's day in Hawai'i while taking care of their senile uncle. This screening is sponsored by the University of Hawaii, Academy of Creative Media.

United States / 2009 / 11m

Director: Robert K. Omura

23-Oct 7:45 PM Dole

HOLOMUA

SHORT PROGRAM #5

With land being sold off to foreign hands at an alarming rate, a disconnect develops between Hawaiians and the aina. This screening is sponsored by Vitamin Water.

United States / 2009 / 8m

Director: Vince Keala Lucero

17-Oct 9:15 PM Dole

STONES

SHORT PROGRAM # 3

Nihipali is tired of living alone with her husband and she believes that they should befriend the newcomers to the island. Her husband forbids it. He blames them for their people's departure. But the loneliness is unbearable for Nihipali. This screening is sponsored by Vitamin Water.

United States / 2009 / 20m

Director: Ty Sanga

17-Oct 5:30 PM Dole

RIP SMART

SHORT PROGRAM #5

Animated Hawaiian Action Sports star Rip Smart wins the Surf Tour Championship then sets a speed record as he and his Team save the World from the sinister Harry Czar. This screening is sponsored by Vitamin Water.

United States / 2009 / 22m

Director: Steve Bristow

17- Oct 9:15 PM Dole

LAYOVER, ON THE SHORE

SHORT PROGRAM #4

Two parallel stories of contemporary Honolulu that explore the theme of transition and tensions between real and imagined notions of paradise. This screening is sponsored by Vitamin Water.

United States / 2009 / 25m

Director: Christopher Makoto Yogi

18-Oct 6:45 PM Dole

Festival Information

Established in 1981, the Hawaii International Film Festival is dedicated to the advancement of understanding and cultural exchange among the peoples of Asia, the Pacific and North America through the medium of film. HIFF is the premier international film event in the Pacific and has won the praise of governments, filmmakers, scholars, educators, programmers and film industry leaders throughout the world. For the discovery and exhibition of Asian and Pacific features, documentaries and short films in the nation, it is a primary source. The festival has premiered such movies as ONCE WERE WARRIORS, THE PIANO, SHINE, SHALL WE DANCE, Y TU MAMA TAMBIEN and CROUCHING TIGER, HIDDEN DRAGON. Plus, DEPARTURES, a Japanese film, had its U.S. premiere at HIFF in 2008, won the HIFF Audience Award and then went on to win the 2009 Academy Award for Best Foreign Language Film.

HIFF's major sponsors include: Regal Entertainment Group, Starwood Hotels & Resorts Hawaii, Halekulani, Hawaii Tourism Authority and The VILCEK Foundation.

The 2009 Hawaii International Film Festival will be held October 15-25. Images of the films can be downloaded at

<http://picasaweb.google.com/hiff2009images/>

[2009FallFilmImages?authkey=Gv1sRgCOjSudrp5ob2iwE&feat=directlink](http://picasaweb.google.com/hiff2009images/?authkey=Gv1sRgCOjSudrp5ob2iwE&feat=directlink). For more information please visit our website at www.hiff.org.

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