

FOR IMMEDIATE RELEASE

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**COME SIP WITH HIFF!
Spring Showcase Culminates with Exclusive Wine Tasting Fundraiser
to Celebrate Rocker's 'BLOOD INTO WINE' Documentary**

HONOLULU, HI (April 20, 2010) – The Hawaii International Film Festival (HIFF) is marking the end of its Spring Showcase with a special wine tasting fundraiser to celebrate the documentary film BLOOD INTO WINE from rock musician and lead singer from the band Tool, Maynard James Keenan.

HIFF Filmgoers and the general public are invited to 'Sip With HIFF' at Fujioka's Market City on Friday, April 23rd at 6:00 p.m. Wine and a heavy pupu menu based on unique Northern Arizona cuisine will be served, which includes sterling silver steak chili; chicken enchilada with salsa verde; salmon poke with corn, cherry tomato and avocado; jicama salad; Parisienne; tres leches cakes; and chocolate pistols. Attendees will take home a custom printed wineglass.

Fujioka's is located in the Market City Shopping Center at 2919 Kapiolani Boulevard. Tickets are \$50 per person, \$45 for HIFF Ohana members. For tickets, please go to www.hiff.org or call (808) 792-1577.

BLOOD INTO WINE is a film for food and wine fanatics and rockers alike, and tells the story of the multiplatinum recording artist's winemaking efforts to bring credibility to the Northern Arizona winemaking region. The film screens Thursday, April 22 at 6:00 p.m. at Regal Dole Cannery Stadium 18 Theaters.

The HIFF Spring Showcase runs from Friday, April 16 to Thursday, April 22. Tickets are \$12 for general public and \$8 for HIFF Ohana members. Tickets may be purchased at HIFF's box office at 650 Iwilei Road #102A across from Regal Dole Cannery Stadium 18 Theaters. The film guide is available online at www.hiff.org. For more information please visit us at www.hiff.org.

Film Synopsis:

**BLOOD INTO WINE
Hawaii Premiere**

BLOOD INTO WINE takes a look inside the life of one of rock music's most mysterious figures. With winemaking mentor Eric Glomski, multiplatinum recording artist Maynard James Keenan (Tool, A Perfect Circle, Puscifer) began the long road to bringing credibility and notoriety to the Northern Arizona winemaking region amidst wine industry prejudice and the harsh Arizona terrain.

Director: Ryan Page, Christopher Pomeranke

Cast: Maynard James Keenan, Eric Glomski, Milla Jovovich, Tim Heidecker, Eric Wareheim, Patton Oswalt, Tim Alexander, James Sucklingr

United States 2010 | English | 100 min.

Thursday, April 22

6:00 PM, Dole Theaters

About HIFF

Hawaii International Film Festival, established in 1981, 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. It is also the primary source for the discovery and exhibition of Asian and Pacific feature films, documentaries and videos in the nation. 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. The 2010 Hawaii International Film Spring Festival will be held April 16-22, 2010 at the Regal Dole Cannery Stadium 18 Theaters and the 30th Annual Hawaii International Film Fall Festival will be held in October 2010. For more information please visit our website at www.hiff.org.

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