

FOR IMMEDIATE RELEASE

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HAWAII INTERNATIONAL FILM FESTIVAL PARTNERS WITH EUROCINEMA HAWAI'I IN FIRST EVER "FESTIVAL WITHIN A FESTIVAL"

Media Invited to Spring Showcase Press Conferences Friday, April 16 at Moana Surfrider

WHO: Hawaii International Film Festival & EuroCinema Hawai'i
WHAT: HIFF Spring Showcase Press Conference
WHEN: Friday, April 16th at 2:45 p.m. – 3:30 p.m., Media Check-in at 2:15 p.m.
WHERE: Moana Surfrider, A Westin Resort, 2365 Kalakaua Avenue
RSVP: Chimaine Pouteau, chimaine@hawaiipacificentertainment.com

Scheduled Speakers

Chuck Boller, Executive Director, Hawaii International Film Festival
TBA, EuroCinema Hawai'i

HONOLULU, HI (April 13, 2010) – The Hawaii International Film Festival (HIFF) is proud to announce a unique new partnership with EuroCinema Hawai'i. HIFF is inaugurating its first ever "Festival within a Festival" with the October 2010 launch of EuroCinema Hawai'i. EuroCinema Hawai'i will feature a special section of films, people, and events, which will highlight European films at HIFF with the ultimate goal of increasing exposure of European films in the islands.

2010 marks the 30th year of the Hawaii International Film Festival. HIFF is a true international film festival featuring nearly 200 films from approximately 40 countries throughout the world. HIFF is, however, frequently considered to be an Asian-oriented festival because so many of its films are indeed from and about Asia.

"Asian cinema holds a special place in our hearts and souls," says HIFF Executive Director Chuck Boller. "It has benefited HIFF tremendously in terms of audience interest, satisfaction, and support and in terms of giving HIFF a special niche in the world of film festivals. That said, however, HIFF also screens films from other parts of the world which are equally strong, intriguing, and excellent. Our audience members and the public are not always aware of this."

Founded in 2009, EuroCinema Hawai'i will share the extraordinary and diverse cinematic heritage of European films with the people of Hawaii and its visitors.

"We are excited to partner with HIFF to launch this unique 'Festival within a Festival,'" says Jefferson Finney, President of EuroCinema Hawai'i. "There are always incredible films being made in Europe and we aim to bring the very best of those to Hawai'i for our first EuroCinema Festival this October."

Boller adds, "HIFF has long been a gateway into the United States for international cinema. We know that our supporters will very much enjoy all that EuroCinema Hawai'i has to offer and will welcome this very special Festival to HIFF."

EuroCinema Hawai'i Board of Directors

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About EuroCinema Hawai'i

Founded and incorporated in 2009, EuroCinema Hawai'i is dedicated to the advancement of understanding and cultural exchange among the peoples of Europe and Hawai'i through the medium of film. Prior to each annual festival a jury comprised of film directors and producers selects the festival's best film and awards it the Princess Dialta Alliata di Montereale award. Education is one of the vital components of the mission of EuroCinema Hawai'i. Each year, EuroCinema will provide a scholarship to students in creative media in the state of Hawai'i to help our island filmmakers bring their stories around the globe. For more information please visit www.eurocinemahawaii.org.

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, during which EuroCinema will debut its first films, will be held in October 2010. For more information please visit our website at www.hiff.org.

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