

FOR IMMEDIATE RELEASE

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three-sixty group

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Background Information: HeartlandFilmFestival.org

Businesses and organizations help bring inspiring films to Indianapolis through support of annual Heartland Film Festival

INDIANAPOLIS (Oct. 12, 2010) – Heartland Truly Moving Pictures would like to thank its 60 sponsors for helping to make the 19th annual Heartland Film Festival possible. The Festival’s sponsors are vital in allowing Heartland to continue to celebrate and honor beautifully made films that emphasize the best of the human spirit and to recognize the filmmakers that made them.

Among the 48 returning sponsors are Innovative, Printing Partners and WTHR. This year’s 12 new sponsors are: A Classic Party Rental Company; ARTBOX Gallery; Coby Palmer Designs; Finish Line; IHETS; Indianapolis Volkswagen Dealers; MacExperience; May Communications Group, LLC; Outside Source Design; Panera Bread; Republic Services; and Teachers Credit Union.

“It is only with the support of our devoted sponsors that we’re able to organize and execute such an enormous event, which spans 10 days,” said Grace Crowell, Director of Advancement for Heartland Truly Moving Pictures. “Over the past 19 years, the Heartland Film Festival has grown in size and stature, this year bringing a record 102 films to Indianapolis. We’re thankful that as we have grown our sponsors have grown with us, allowing Heartland to continue to honor independent filmmakers and connect the people of Central Indiana with their inspiring films.”

As a non-profit organization, Heartland receives support from corporate sponsors as well as from private foundations, non-profit associations, government agencies and individual donors. These contributions help underwrite screenings of films during the annual film festival, as well as the annual Heartland Film Festival Awards Ceremony, where Heartland presents more than \$100,000 in cash prizes to winning filmmakers. Through sponsor generosity, Heartland is able to provide essential programs and services such as distributing films not yet commercially viable and creating educational opportunities for filmmakers and the community.

In addition to funds that help support the many events and activities associated with the Festival, sponsors provide donated goods and services that help make the Festival a premier event in the Midwest. They also provide the financial support necessary to encourage and enrich the independent film community, allowing filmmakers to share their powerful stories of inspiration and hope.

The 2010 Heartland Film Festival sponsors are:

Festival Sponsors: AMC Theatres®; ExactTarget, Inc.; Indianapolis Volkswagen Dealers; Innovative; Printing Partners; three-sixty group; WTHR

Premier Sponsors: Aronstam Fine Jewelers; Baker & Daniels; The Canterbury Hotel Indianapolis; Lacy Foundation; LDI, Ltd; Outside Source Design; Starbucks Coffee Company

Producing Sponsors: 92.3 WTTS; Borders; Carey Indiana Limousines; Covenant Productions; DCG: Digital Color Graphics; Earshot Audio-Post; Katz, Sapper & Miller, LLP; *Moving Pictures magazine*; NUVO; Omni Severin Hotel; Teachers Credit Union; WFYI Public Broadcasting

Feature Sponsors: Bright Ideas in Broad Ripple; Eli Lilly and Company Foundation, Inc.; Fifth Third Bank, Central Indiana; Finish Line; Indianapolis Power & Light Company; IUPUI Campus Center; KeyBank; MacExperience; Marsh Supermarkets; OneAmerica Financial Partners, Inc.; Sweet & Savory Catering; WQME

Supporting Sponsors: Coby Palmer Designs; *Current in Carmel*; IHETS; *Indianapolis Monthly*; Jim's Formal Wear; Markey's Rental & Staging; Mavris Arts and Event Center; Republic Services; THE GREAT FRAME UP of Central Indiana; The Jazz Kitchen; *The Southside Times*; Withoutabox, a division of IMDb.com

Contributing Sponsors: Christel DeHaan Family Foundation; MBP Distinctive Catering; Panera Bread

Participating Sponsors: A Classic Party Rental Company, ARTBOX Gallery; Aveda Fredric's Institute; Film Indiana; Heartland Distillers; Just Pop In!; May Communications Group, LLC

Heartland Truly Moving Pictures™, a national, independent, non-profit arts organization, was established in 1991 to recognize and honor filmmakers whose work explores the human journey by artistically expressing hope and respect for the positive values of life. Its flagship event, the Heartland Film Festival®, launched in 1991 and runs each October in Indianapolis, screening independent films from around the world. Each year, the Festival awards more than \$100,000 in cash prizes and presents its Crystal

Heart Awards to the top-judged submissions. Heartland has awarded more than \$2.2 million to support filmmakers during the last 18 years. The organization's Truly Moving Picture Award was created to honor films released theatrically that align with Heartland's mission. By bestowing a watermark to honored films, the award allows studios and distributors to inform audiences of a film's uplifting message and appeal. Heartland is also dedicated to its relationship with the National Collaboration for Youth and its expanding F.I.L.M., "Finding Inspiration in Literature & Movies," Project. For more information, visit TrulyMovingPictures.org.

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