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Heartland Contact: Kristi Gross
Phone: 317.464.9405
Email: kgross@trulymovingpictures.org
Background Information: HeartlandFilmFestival.org

20th Annual Heartland Film Festival Accepting Submissions for 2011 Competition

INDIANAPOLIS, IN (March 31, 2011) – The Indianapolis-based Heartland Film Festival officially opened its Call for Entries today and is now accepting independently-produced feature length, short and student films for its 20th annual film festival, which will take place Oct. 13-22, 2011.

With more than 830 entries from 48 countries last year, the Festival again expects to attract hundreds of the world's top films from emerging and established independent filmmakers.

“Now in our 20th year of recognizing and celebrating independent filmmakers, we once again seek out films that promote positive change and exemplify achievement of excellence in filmmaking,” said Jeffrey L. Sparks, president and CEO of Heartland Truly Moving Pictures. “We look forward to receiving the multitude of diverse and creative submissions and seeing the 20th annual Festival lineup take shape.”

Heartland invites all independent and student filmmakers from around the world to submit films in narrative, documentary and animation categories for the 2011 Heartland Film Festival. All films submitted are considered in competition and will be evaluated for their achievement of excellence in filmmaking and utilizing the transformative power of film to promote positive change in people's lives. Award winners will be announced publicly on September 13, 2011. Submissions are accepted through withoutabox.com.

A committee including previous Festival Award recipients will review the submissions and select five narrative/animated features, five documentary features and seven shorts as winners. These outstanding films will be recognized with awards and more than \$125,000 in cash prizes. Selected student films will receive awards and cash prizes. Festival top prizes include a \$100,000 Grand Prize for Narrative/Animated Feature, \$25,000 Grand Prize for Documentary Feature and \$10,000 Grand Prize for Short Film. The Grand Prize Awards are announced at the Heartland Film Festival Awards Gala on Saturday, October 15, 2011.

U.S. and international feature length and short films may be submitted by May 1 for early consideration and a reduced submission fee. The regular deadline to submit films for the 2011 Heartland Film Festival is June 15.

Visit HeartlandFilmFestival.org for eligibility requirements, submission rules or more information on the 2011 Heartland Film Festival Call for Entries.

About Heartland Truly Moving Pictures

Heartland Truly Moving Pictures is a non-profit organization that promotes positive change in people's lives through the transformative power of film. 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 \$125,000 in cash prizes and presents its Crystal Heart Awards to the top-judged submissions. Heartland has awarded more than \$2.3 million to support filmmakers during the last 19 years. The organization's Truly Moving Picture Award was created to honor films released theatrically that align with Heartland's mission. By bestowing this award seal to honored films, the award allows studios and distributors to inform audiences of a film's transformative power and appeal. Heartland is also dedicated to cultivating youth, and thus created the Heartland Institute to provide innovative educational and outreach

programs that enrich the minds and lives of youth and aspiring filmmakers. For more information, visit TrulyMovingPictures.org.

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