

## FOR IMMEDIATE RELEASE

August 4, 2011

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### **Heartland Film Festival Celebrates its Second Consecutive Year of Record-Breaking Submissions**

*2011 Heartland Film Festival tallies 858 submissions from 43 countries and territories*

**INDIANAPOLIS, IN (August 4, 2011)** – The Heartland Film Festival announced today that it received a record number of entries for its 20th annual film festival, with a total of 858 submissions, surpassing Heartland’s previous record of 832, which was set in 2010.

“It’s so encouraging to once again see such an overwhelming number of film submissions pour in from all over the world,” said Ray Mills, Heartland Truly Moving Pictures’ Festival Artistic Director. “What’s even more exciting is that the quality of films we received this year is higher than ever.”

Filmmakers from 43 countries and territories submitted their narrative, documentary and short films to Heartland in competition for more than \$150,000 in cash prizes, one of the highest purse prizes of film festivals in the world.

Foreign submissions represented Australia, China, India, Japan, Mexico and Puerto Rico, among others. Of the 858 films submitted, 163 of them were from student filmmakers, which is up 40 percent from last year.

“It’s been amazing to see the Festival grow in terms of submissions, screenings and audience and filmmaker attendance in the last few years,” said Mills. “We decided to cut back on our marketing and outreach for submissions this year and still received a record number of entries. I think this is a testament to our reputation in the industry.”

The 2011 Heartland Film Festival will take place Oct. 13-22 in Indianapolis, Ind., with regular film screenings at AMC Castleton Square 14 (6020 East 82nd St.) and AMC Showplace Indianapolis 17 (4325 South Meridian St.). The lineup of films and special events for the 2011 Heartland Film Festival will be announced Sept. 13. Tickets go on sale Sept. 14. For additional information, visit [HeartlandFilmFestival.org](http://HeartlandFilmFestival.org).

*Heartland Truly Moving Pictures, a non-profit arts organization, seeks to promote positive change in people’s live 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 \$150,000 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](http://TrulyMovingPictures.org).*

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