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Heartland Film Festival Receives Record Number of Entries with 832 Submissions

2010 Heartland Film Festival to feature "Infinite Possibilities"

INDIANAPOLIS, IN (Aug. 10, 2010) – The Heartland Film Festival announced today that it received a record number of entries for its 19th annual film festival, with a total of 832 independent submissions, surpassing Heartland's previous record of 647, which was set in 2006.

"Ten days. Infinite possibilities.' That is the slogan for this year's Festival, and with more than 800 submissions it seems more appropriate than ever," said Jeffrey L. Sparks, president and CEO of Heartland Truly Moving Pictures, the parent organization of the Heartland Film Festival.

Filmmakers from 48 countries submitted their feature-length, short and documentary films to Heartland, vying for a coveted spot in the Midwest's premiere film festival, which will take place Oct. 14-23 in Indianapolis, Ind.

More than a quarter of the total entries were foreign submissions, including films from Canada, France, Germany, Mexico, Spain and the United Kingdom, among others.

Sparks added that of the 832 films submitted, 118 of them were from student filmmakers.

"The variety of films presented at the Heartland Film Festival each October is fantastic because it provides something for every type of moviegoer," said Sparks. "The Heartland Film Festival is a chance to see a wide variety of films that have one thing in common: they entertain and inspire through life-affirming storytelling. And when all of this is accomplished in one 10-day film festival the possibilities really are infinite."

The 2010 Heartland Film Festival will take place Oct. 14-23 in Indianapolis, Ind., with regular film screenings at AMC Castleton Square 14 (6020 East 82nd St.) and, new this year, AMC Showplace Indianapolis 17 (4325 South Meridian St.). The lineup of films and special events for the 2010 Heartland Film Festival will be announced Sept. 23. Tickets go on sale Sept. 24. For additional information, visit HeartlandFilmFestival.org.

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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