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Heartland Film Festival Announces OneAmerica as the 2011 Persistence of Vision Winner

INDIANAPOLIS (January 3) – OneAmerica was recognized as the 2011 Persistence of Vision Award by Heartland Truly Moving Pictures. Established in 2002, the Persistence of Vision Award each year recognizes organizations for their creativity and excellence in the advancement of Heartland Film Festival and Heartland Truly Moving Pictures. Past recipients include: WTHR, Aronstam Fine Jewelers, Innovative, Printing Partners, Carey Indiana Limousines, Katz, Sapper & Miller, LLP and Marsh Supermarkets.

“OneAmerica is a tremendous supporter of the Indianapolis arts community and a large part of the Indianapolis landscape of corporate sponsors,” said Jeff Sparks, President & CEO, Heartland Truly Moving Pictures. “Heartland has been fortunate to be a recipient of their support for the past 20 years. Each year they surpass all expectations with their generosity, creativity and strategic support of Heartland’s mission and the Heartland Film Festival.”

The Persistence of Vision Award not only embodies Heartland’s desire to honor films that have a lasting impact, but also honoring those with this award that have a lasting impact on the promotion of these films and Heartland Truly Moving Pictures.

About Heartland Truly Moving Pictures

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.

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