

FOR IMMEDIATE RELEASE

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**Martin Sheen and Emilio Estevez Among Special Guests Scheduled to
Attend the 2011 Heartland Film Festival**

*Heartland raises more than \$40,000 at first annual fundraising event;
2011 Opening Night Event film and others released*

INDIANAPOLIS (Aug. 26, 2011) – Heartland Truly Moving Pictures announced last night that *The Way*, written and directed by Emilio Estevez and starring father Martin Sheen, will be the Opening Night Event film of the 2011 Heartland Film Festival. Both Estevez and Sheen are scheduled to attend the Opening Night Event on Thursday, October 13.

“We are thrilled to have *The Way* for our Opening Night Event film this year. It is an inspiring film that will provide the perfect start to our 20th annual Heartland Film Festival,” says Jeffrey L. Sparks, President and CEO of Heartland Truly Moving Pictures. “Having Martin Sheen and Emilio Estevez joining us will make this an evening to remember.”

The Way follows Tom (Sheen), an American doctor who comes to St. Jean Pied de Port, France to collect the remains of his adult son (Estevez) who was killed in the Pyrenees in a storm while walking “El Camino de Santiago”, or The Way of Saint James. Rather than return home, Tom decides to embark on the historic pilgrimage to honor his son's desire to finish the journey.

"Martin and I are thrilled and honored to be opening this year's Heartland Film Festival with *The Way*," said Estevez.. "*The Way* is a movie that pushes back against the tide of cynicism and despair that many people in our country are feeling these days. The film celebrates what is missing for so many: community, family and faith. We are proud and excited to share it with the folks in Indiana at this awesome and important film festival."

Nearly 200 Heartland supporters gathered at the Mavris Arts & Event Center last night for the inaugural Heartland Film Festival Sneak Peek Fundraiser where more than \$40,000 was raised to support the organization. The event celebrated the kick-off of the 20th annual Heartland Film Festival and featured a preview of select films to be featured October 13-22 including *Hamill*, *Crime After Crime*, and *Two Life*. *Hoosiers* and *Rudy* producer and writer Angelo Pizzo, director David Anspaugh and many other filmmakers with Heartland ties were in attendance. Proceeds from the event will benefit Heartland's One Film Can campaign, which was launched in August 2010 to provide necessary resources for Heartland to be a dynamic, effective, nationally recognized catalyst for inspiring filmmaking that positively impacts people's lives.

The complete 2011 Heartland Film Festival lineup will be announced September 20 at the 2011 Announcement Celebration. Tickets go on sale September 21. Additional Festival information can be found at **HeartlandFilmFestival.org**. Regular screening tickets are available for purchase through the Festival's website, toll-free ticket line at 1.866.HFF.1010 and at the theaters during the Festival. Single tickets are \$7.50 each when purchased in advance, either online or through the toll-free ticket line. Tickets purchased at the

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theaters are \$9 each. Additionally, Festival 10-Packs that consist of 10 ticket vouchers redeemable at the theaters are available in advance for \$75 at select Indianapolis-area Marsh Supermarkets.

Visit HeartlandFilmFestival.org on September 21 for complete ticketing information, the list of participating Marsh Supermarkets and applicable service fees.

Heartland Truly Moving Pictures, a non-profit arts organization, seeks to promote 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 \$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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