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**Heartland Announces Alcon Entertainment as Recipient of 2010 Pioneering Spirit Award**

*Award will be presented at Heartland Film Festival Awards Ceremony, to be emceed by Indianapolis native, Catt Sadler of E! Entertainment Television – Tickets on sale Sept. 24*

**INDIANAPOLIS (Sept. 21, 2010)** – Heartland Truly Moving Pictures announced today that it will honor Alcon Entertainment with the Pioneering Spirit Award during the 2010 Heartland Film Festival, which will take place Oct. 14-23 in Indianapolis, Ind. The Pioneering Spirit Award is given each year to an individual or group for their creative spirit in filmmaking and their contribution to Heartland’s mission to “support filmmakers in their quest to create films that bring out the best of the human spirit.”

“Over the years Alcon Entertainment has produced many wonderful Truly Moving Picture Award winners, including *My Dog Skip*, *The Sisterhood of the Traveling Pants* and most recently, the Academy® Award-winning film, *The Blind Side*,” said Heartland Truly Moving Pictures President and CEO, Jeffrey L. Sparks. “It is an honor for Heartland to give these filmmakers our highest award.”

The award will be presented to Alcon Entertainment Co-Founders, Broderick Johnson and Andrew Kosove, at the annual Heartland Film Festival Awards Ceremony, Saturday, Oct. 16 at the Old National Centre in downtown Indianapolis.

States Kosove and Johnson: “It is a wonderful honor to be recognized by the Heartland Truly Moving Pictures organization. Alcon appreciates the loyal support the organization has shown us beginning with *My Dog Skip* and continuing with our recent release of *The Blind Side*. We are very thankful for the award. Alcon Entertainment looks forward to continuing our relationship with the Heartland Truly Moving Pictures organization and being a part of the outstanding work it does for filmmakers.”

This year’s Heartland Film Festival Awards Ceremony will be emceed by Indiana’s own Catt Sadler of *E! Entertainment Television*. Sadler, who is an Emmy award-winning journalist and co-host of the *Daily 10*, is a native of Indianapolis and a graduate of Indiana University. She is said to have gotten her start in the entertainment industry after appearing in *Hoosiers*, another Truly Moving Picture Award winner, as a young girl.

"It is an absolute honor to be coming home to take part in the Heartland Film Festival," said Sadler. "My love of cinema began as a young girl in Indianapolis as an extra in the movie *Hoosiers*. To now work in Hollywood and return to the Heartland for this occasion is thrilling!"

Tickets for the Heartland Film Festival Awards Ceremony, other Heartland Film Festival special events and screenings go on sale Sept. 24. The complete lineup of special events and films for the 2010 Heartland Film Festival will be announced Sept. 23. For additional information, visit [HeartlandFilmFestival.org](http://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](http://TrulyMovingPictures.org).*

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