



**FOR IMMEDIATE RELEASE**  
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Contact: Kelly Young  
Cell: 317.753.3258 | Email: [kelly@baisecommunications.com](mailto:kelly@baisecommunications.com)  
Background Information: [HeartlandFilmFestival.org](http://HeartlandFilmFestival.org)

## **Support of Indianapolis Business Community Helps Heartland Film Festival Bring Inspiring Films to Indianapolis**

**INDIANAPOLIS (Oct. 13)** – More than 60 sponsors contributed to the success and growth of the 20th annual Heartland Film Festival. The Festival's sponsors are vital in allowing Heartland to continue to celebrate and honor beautifully made films that emphasize the best of the human spirit and to recognize the filmmakers that made them.

"These sponsors not only provide the financial support necessary to encourage and enrich the independent film community, but they allow filmmakers to share their powerful stories of inspiration and hope, which is just phenomenal." said Grace Crowell, Director of Advancement for Heartland Truly Moving Pictures. "Through the generosity of our sponsors we're able to organize and execute this event and honor these independent filmmakers."

As a non-profit organization, Heartland receives support from corporate sponsors as well as from private foundations, non-profit associations, government agencies and individual donors. These contributions help underwrite screenings of films during the annual film festival, as well as the annual Heartland Film Festival Awards Ceremony, where Heartland presents more than \$150,000 in cash prizes to winning filmmakers.

Through sponsor generosity, Heartland is able to provide essential programs and services such as distributing films not yet commercially viable and creating educational opportunities for filmmakers and the community.

In addition to funds that help support the many events and activities associated with the Festival, sponsors provide donated goods and services that help make the Festival a premier event in the Midwest. They also provide the financial support necessary to encourage and enrich the independent film community, allowing filmmakers to share their powerful stories of inspiration and hope.

### **The 2011 Heartland Film Festival sponsors are:**

**Festival Sponsors:** AMC Theatres; Indianapolis Volkswagen Dealers; Innovative; Miles Design, Starbucks

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**-more-**

**Feature Sponsors:** Bright Ideas in Broad Ripple; Eli Lilly and Company; Fifth Third Bank, Indianapolis Power & Light Company; IUPUI Campus Center; KeyBank; Mavris; OneAmerica; Jazz Kitchen; WQME; Zarvos Coaching and Consulting

**Supporting Sponsors:** Coby Palmer Designs; *Current*; *Indianapolis Monthly*; Jim's Formal Wear; Just Pop In!; Coppola Winery; Solon Management; Stuart's Moving & Storage, Inc; THE GREAT FRAME UP; *The Southside Times*; Withoutabox, a division of IMDb.com

**Contributing Sponsors:** Lushin & Associates; May Communications Group, LLC; MBP Distinctive Catering; Meridian Music

**Participating Sponsors:** A Classic Party Rental Company, Aveda Fredric's Institute; Baise Communications; Compendium; Film Indiana; Heartland Distillers; Meredith Rogers Photography SAGIndie; Shiftboard; Simon Property Group Castleton Square

### **About Heartland Truly Moving Pictures**

*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](http://TrulyMovingPictures.org).*

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