

## Heartland Pays Tribute to This Year's Volunteers and Sponsors

*The non-profit organization depends on more than 600 volunteers annually  
to keep uplifting films rolling in Indy*

**INDIANAPOLIS (Dec. 2, 2010)** – Last night Heartland Truly Moving Pictures™ honored its volunteers and sponsors during a celebration dinner, held at Mavris Arts and Event Center. This year more than 600 volunteers and 60 sponsors contributed to the 2010 Heartland Film Festival, donating their time and resources to promoting life-affirming films in Indianapolis and beyond.

“Heartland’s volunteers are truly indispensable,” said Sara Risley, Volunteer Coordinator for Heartland Truly Moving Pictures. “They are involved in all aspects of the Festival, from planning the events, to working at the theaters, to providing hospitality for the filmmakers and special guests. They also provide valuable assistance in Heartland’s year-round programming, educational, marketing and fundraising efforts.”

During the celebration event several outstanding sponsors and volunteers received special recognition for their service.

This year Heartland presented its **Persistence of Vision Award** to Marsh Supermarkets for their creativity and excellence in supporting Heartland’s mission. Based on the retention of an image on the human eye after its disappearance, Persistence of Vision is the phenomenon that allows people to view motion pictures.

“It is this same sort of lasting impact that sponsors like Marsh Supermarkets have on the advancement of Heartland,” said Grace Cloud Crowell, Director of Advancement for Heartland Truly Moving Pictures. “Marsh Supermarkets plays a very large part when it comes to supporting non-profit organizations within the community and Heartland has been fortunate to be a recipient of Marsh’s continued support for more than 10 years. Marsh Supermarkets is a great promoter of the annual Heartland Film Festival and uses their print, online and social media advertising efforts to help support Heartland.”

Also honored was veteran volunteer Louise Henderson, who was presented with the **President’s Volunteer Award** for demonstrating outstanding leadership and dedication to helping further the mission of Heartland. Henderson played an active role in Heartland this year as the Hospitality Suite Co-Chair, hosting filmmaker Q&A sessions at the theaters, and serving on various screening committees. Henderson was selected by Heartland staff members as the award recipient among several nominations submitted.

The **Paul and Marie Sparks Volunteer Hours Award** is given to the Heartland volunteer who has contributed the most hours annually. This year that volunteer was Sandy Pagano, who captured the award by contributing countless hours of her time throughout 2010 by serving on various volunteer committees to help further the mission of Heartland.

The Opening Night Event committee was presented with the **Spirit Award** for their creativity, dedication and passion in planning the Opening Night Event, which kicked off the 2010 Heartland Film Festival. The committee was led by Chair Megan Hershey and Vice Chair Jenny Brake. Created

in 2004, the Spirit Award honors a group of three or more individuals who have shown remarkable spirit and energy in serving as Heartland volunteers.

Finally, the **Heartland Service Award** was presented to four dedicated volunteers: Bob Dietrich, Judy Hoban, Melinda Humphrey and Doug Sherow. This award is given to a special volunteer(s) who has served Heartland for many years and is a true and outstanding example of a volunteer.

“These contributors are really the heart of Heartland,” said Jeffery L. Sparks, President and CEO of Heartland Truly Moving Pictures. “It’s through their continued dedication and support that the Heartland Film Festival has been able to grow into the world-class organization it is today.”

*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 \$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 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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