



## **NEWS RELEASE**

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# **Miami International Film Festival Announces First Round of 2011 Sponsors**

*Lexus joins as Principal Sponsor and becomes Festival's Official Vehicle*

**Miami, FL** —The Miami International Film Festival (MIFF), produced and presented by Miami Dade College (MDC), is proud to announce our first round of 2011 sponsors, a prestigious group of private companies and not-for-profit organizations dedicated to supporting independent cinema and the Festival's presentation of more than 100 films from 40 countries during the 10-day event, which runs March 4-13, 2011.

The Festival is proud to welcome back our elite roster of long-time and perennial sponsors, including: American Airlines, Comcast Corporation, the John S. & James L. Knight Foundation, *Miami New Times*, *Screen International*, Stella Artois and Univision / TeleFutura / Univision Radio.

An exciting addition to the MIFF family of sponsors in 2011 is Lexus, pledging its support (joining as a Principal Sponsor). The automotive giant has been named the Official Vehicle of the 2011 event.

Behind the scenes, sponsorship dollars are essential to making possible most of the services provided to filmmakers and other distinguished guests during the Festival. "Without the support of our loyal, long-time and new sponsors, the Festival simply would not happen," explains MIFF Executive Director Jaie Laplante.

Sponsor support reflects a commitment to sustaining the vitality of global independent films and to bringing them to Miami audiences. Their presence enriches the Festival experience and also extends to the year-round programs of the Miami Film Society, which offers members access to free, advanced screenings of major Hollywood and independent films before they are released theatrically in the Miami market. Recent events have included *127 Hours*, starring James Franco; and *I Love You Phillip Morris*, starring Jim Carrey and Ewan McGregor.

**MIFF's 2011 Festival sponsors include:**

**PREMIERE:** American Airlines (Official Airline), Comcast Corporation, *Screen International*,

Stella Artois (Official Malt Beverage)

**PRINCIPAL:** Lexus (Official Vehicle), Miami Beach Visitor and Convention Authority, Miami-Dade County Department of Cultural Affairs, *Miami New Times*, *Poder 360°*, Univision / Telefutura / Univision Radio, VeneMovies / Somos TV

**PRODUCING:** *AméricaEconomía*, *Diario Las Américas*, Gusman Center for the Performing Arts, John S. and James L. Knight Foundation (Grand Jury Award Sponsor), Miami Downtown Development Authority (Official Host of the Red Carpets at the Gusman Center for the Performing Arts), Miami Parking Authority, Regal Entertainment Group (Regal South Beach Cinemas), Telemundo

**SUPPORTING:** Constellation Brands (Official Winery of Opening & Awards Night Galas), Florida Power & Light Company (Volunteer Program Host), Frederick Wildman and Sons, Ltd. Wine Merchants (Official Winery of Career Achievement Tribute Night), Greater Miami Convention & Visitors Bureau, Illy Caffé USA, *Selecta Magazine*, University of Miami (Official Host of the University of Miami Grand Jury Shorts Award), Wachovia / Wells Fargo, Withoutabox/IMDB.com.

**TARGETED:** The Jordan A. Ressler Charitable Fund (Official Host of the Ibero-American Competition Screenwriting Award).

**Additional MIFF 2011 sponsors include:**

2B Asian Bistro; Angstrom Graphics; Chophouse Miami; Consul General of Israel to Florida & Puerto Rico; Coral Gables Chamber of Commerce; Dacra/Moore Furniture Building; Digital Devoid; ECCO Pizzateca + Lounge; Film Annex; Florida International University's Latin American and Caribbean Center; Hard Rock Café, *ICG*, the magazine of the International Cinematographers Guild; La Loggia Ristorante & Lounge; LatAm Cinema; Miami Coalition for the Homeless; Miami International University of Art & Design; *Miami Art Guide*; *MiamiArtZine*; Mr. Yum's; River Oyster Bar; Soi Asian Bistro; Starbucks; Tarpon Bend Raw Bar & Grill; 2011 Winter Music Conference; and, *Yachting Times Magazine*.

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**About Miami International Film Festival**

The Miami International Film Festival (MIFF), celebrating its 28th edition March 4-13, 2011, is the premier Ibero-American film festival in the U.S. The annual event, which is produced and presented by Miami Dade College, attracts more than 70,000 film enthusiasts and 400 filmmakers, stars and industry professionals. During the past five years, the festival has screened films from 60 countries and hosted 300 East Coast, U.S. and world premieres. Through *Encuentros*, the festival's mentorship and film development program for filmmakers and projects from Spain, Portugal and Latin America, MIFF has become a primary gateway for the discovery of Ibero-American talent in the entertainment world. In addition, the festival's REEL Education Seminar Series consistently attracts top executives from Warner Bros., Sony Pictures Classics, IFC Films, Fox Searchlight, DreamWorks Animation, HBO Films/HBO Latino and William Morris Endeavor, among many others. For more information, visit [www.miamifilmfestival.com](http://www.miamifilmfestival.com) or call 305-237-MIFF (3456).

**About Miami Dade College**

Miami Dade College has a long and rich history of involvement in the cultural arts, providing South Florida with a vast array of artistic and literary offerings including The Miami Book Fair International, the *Cultura del Lobo* performing arts series, The Cuban Cinema Series, nine visual arts galleries including The Freedom Tower at Miami Dade College and the School of Entertainment and Design Technology in

addition to the Miami International Film Festival. MDC is the largest institution of higher education in the country and is nationally recognized for many of its academic and cultural programs. With an enrollment of more than 170,000 students, MDC is the nation's top producer of associate in arts and associate in science degrees. The college's eight campuses and outreach centers offer more than 300 distinct degree programs, including baccalaureate degrees in education, nursing, public safety management and other in-demand fields.

#### **About American Airlines**

American Airlines is honored to serve as the Official Airline for the Miami International Film Festival. American, American Eagle and AmericanConnection<sup>®</sup> serve 250 cities in 40 countries with, on average, more than 3,400 daily flights. The airline's award-winning website, AA.com<sup>®</sup>, provides users with easy access to check and book fares, plus personalized news, information and travel offers. American is nearing completion of the world-class, state-of-the-art North Terminal at Miami International Airport. This will allow American, American Eagle and all of our partners in the oneworld<sup>®</sup> Alliance to operate as many as 340 departures a day from the same terminal. For more, visit [www.aa.com](http://www.aa.com).

#### **About *AméricaEconomía***

Since 1986, *AméricaEconomía* magazine has been telling the facts of Latin America from a truly local perspective, covering the media business, economics, politics and finance in the region. The magazine has multiple country editions and is published in Spanish and Portuguese, making it a powerful tool for executive decision makers in the region. The digital platform is one of the most current information sources in the region, with news coverage 365 days a year, on our portal, [www.AmericaEconomia.com](http://www.AmericaEconomia.com) and mobile portal Ameco.mobi. *AméricaEconomía* is headquartered in Santiago, Chile, and has offices in all the capitals of Latin America, Miami in the United States and a network of representatives in Europe and Asia.

#### **About Comcast Corporation**

Comcast Corporation ([www.comcast.com](http://www.comcast.com)) is one of the nation's leading providers of entertainment, information and communication products and services. With 22.9 million video customers, 16.7 million high-speed Internet customers, and 8.4 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of cable systems and in the delivery of programming content. Comcast's content networks and corporate investments include E! Entertainment Television, The Style Network, Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, 11 regional sports networks operated by Comcast Sports Group and Comcast Interactive Media, as well as an ownership interest in the Philadelphia 76ers NBA basketball team and the Philadelphia Flyers NHL hockey team. Comcast's Florida East Coast Region, which is headquartered in Miramar, Fla., staffs more than 4,000 employees and provides service to millions of South Florida homes in seven counties ranging from Palm Bay to Key West. For more information, visit [www.comcast.net](http://www.comcast.net).

#### **About Constellation Brands**

Constellation Brands was founded in 1945 by Marvin Sands as a small, family-owned wine company in Canandaigua, New York. Today, we are the world's leading wine company, with a broad portfolio of premium products across the wine, beer and spirits categories, including: Robert Mondavi, Hardys, Clos du Bois, Blackstone, Arbor Mist, Estancia, Ravenswood, Jackson-Triggs, Kim Crawford, Corona Extra, Black Velvet Canadian Whisky and SVEDKA Vodka. Constellation is an S&P 500 Index and Fortune 1000<sup>®</sup> company with 6,000 employees, sales in 150 companies and operations at more than 40 facilities. We are committed to our goal: to elevate life with every glass raised.

#### **About *Diario Las Américas***

A leader in Spanish-language media, *Diario Las Américas* has been providing in-language, pertinent, local, national, and international news and information to the Hispanic community since 1953. *Diario* transcends boundaries in order to provide the Hispanic community with a sense of home-away-from-home; the tradition of uniting our local Hispanic community with their culture continues to resonate throughout all our pages. *Diario Las Américas*: bridging the Americas for more than 56 years.

### **About Florida Power & Light Company**

Florida Power & Light Company (FPL) is the largest electric utility in Florida and one of the largest rate-regulated utilities in the United States. FPL serves approximately 4.5 million customer accounts in Florida and is a leading employer in the state with more than 10,000 employees. The company consistently outperforms national averages for service reliability while customer bills are below the national average. A clean energy leader, FPL has one of the lowest emissions profiles and one of the leading energy efficiency programs among utilities nationwide. FPL is a subsidiary of Juno Beach, Fla.-based NextEra Energy, Inc. (NYSE: NEE). For more information, visit [www.FPL.com](http://www.FPL.com).

### **About Frederick Wildman and Sons, Ltd. Wine Merchants**

Importers of fine wines and spirits since 1934, Frederick Wildman and Sons, Ltd., is committed to excellence, and is a major force in the world of wine in the United States. The familiar Wildman oval found on every bottle sold is recognized around the world as a symbol of quality assurance. The company has become what Frederick Wildman's president and CEO Richard Cacciato calls "the biggest little wine company in America."

### **About the Greater Miami Convention & Visitors Bureau**

The Greater Miami Convention & Visitors Bureau (GMCVB) is a non-profit sales and marketing organization whose mission is to attract visitors to Greater Miami and the Beaches for leisure, business and conventions. For a vacation guide, visit [www.MiamiAndBeaches.com](http://www.MiamiAndBeaches.com), or call 1-888-76-MIAMI (US/Canada only) or 305-447-7777. To reach the GMCVB offices, dial 305-539-3000. Meeting planners may call 1-800-933-8448 (US/Canada only), or 305-539-3071, or visit [www.MiamiMeetings.com](http://www.MiamiMeetings.com).

### **About the Gusman Center for the Performing Arts**

The Olympia Theater opened in 1926 in downtown Miami as a silent movie palace and amazed the public with its stunning Moorish architecture, perfect acoustics and simulated night sky, complete with wafting clouds and twinkling stars. The two-story, 1,567-seat theater also achieved fame as the first air-conditioned building in the South. The "talkies" and Vaudeville soon arrived, and for more than 40 years the theater was the number one entertainment center in Miami. In 1975, South Florida business tycoon and philanthropist Maurice Gusman saved the aging theater and the adjacent Olympia Office Building from demolition and donated them to the City of Miami. The complex was renamed the Gusman Center for the Performing Arts in his honor. Thanks to extensive restorations in the 1970s, overseen in part by famed architect Morris Lapidus, the theater was named to the National Register of Historic Places in 1984. Throughout its history, the Olympia—now better known as the Gusman Center for the Performing Arts—has been host to the world's most exciting performers in the arts and entertainment community. Cultural icons such as Elvis Presley, B.B. King, Luciano Pavarotti and Etta James have provided memorable evenings under the Gusman Center's stars. Since 1983, the theater has been the premier theatrical venue for the Miami International Film Festival. 174 Flagler Street, 305-374-2444, [www.gusmancenter.org](http://www.gusmancenter.org).

### **About the John S. and James L. Knight Foundation**

The John S. and James L. Knight Foundation advances journalism in the digital age and invests in the vitality of communities where the Knight brothers owned newspapers. The Knight Foundation focuses on projects that promote informed, engaged communities and lead to transformational change. For more, visit [www.knightfoundation.org](http://www.knightfoundation.org)

### **About The Jordan Alexander Ressler Charitable Fund**

This fund recognizes and supports young people as they embark on their careers as professional screenwriters. Each year, the screenwriter of a film in the Ibero-American Competition of the Miami International Film Festival will be awarded a juried cash prize of \$5,000. The prize was created by the family of Jordan Alexander Ressler, an aspiring screenwriter and Cornell University film studies graduate who, during his brief entertainment career, held production positions with the Tony Award-winning Broadway hits *700 Sundays* with Billy Crystal and *Jersey Boys*. He died at age 23 in a tragic hiking

accident while traveling in Nicaragua before he could realize his screenwriting dreams. Projects funded in Jordan's memory include: The Jordan Alexander Ressler Screenwriting Award at the Miami International Film Festival; The Jordan Alexander Ressler Endowment of the La Jolla Playhouse, San Diego; The Jordan Alexander Ressler Endowed Performing Arts Chair of Hillel Day School, Miami; The Jordan Alexander Ressler Performing Arts Theatre at Hillel Day School, Miami; and, The Jordan Alexander Ressler Memorial Library, Avalon Air Force Base, Sinai Desert, Israel.

#### **About the Miami Beach Visitor and Convention Authority**

The Miami Beach Visitor and Convention Authority (MBVCA) is a seven-member authority that was established by the State of Florida in 1967 to support the tourism industry in Miami Beach. By law, MBVCA funding comes from a portion of the bed-resort tax in Miami Beach and must be re-invested in tourist-related opportunities. The MBVCA strategically focuses funding and programming on events and programs that: improve the tourist experience, enhance the global marketing and branding of Miami Beach, attract visitors to stay in Miami Beach and result in significant and positive media visibility.

#### **About the Miami-Dade County Department of Cultural Affairs**

The Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council develop cultural excellence, diversity and participation throughout Miami-Dade County by strategically creating and promoting opportunities for artists and cultural organizations, and our residents and visitors who are their audiences. The Department directs the Art in Public Places program and its board, the Art in Public Places Trust, commissioning, curating, maintaining and promoting the County's art collection. Through staff, board and programmatic resources, the Department, the Council and the Trust promote, coordinate and support Miami-Dade County's more than 1,000 not-for-profit cultural organizations, as well as thousands of resident artists through grants, technical assistance, public information and interactive community planning. The Department receives funding through the Miami-Dade County Mayor and Board of County Commissioners, The Children's Trust, the National Endowment for the Arts, the State of Florida through the Florida Department of State's Division of Cultural Affairs and the Florida Arts Council, and the John S. and James L. Knight Foundation. For more, visit [www.miamidadearts.org](http://www.miamidadearts.org).

#### **About the Miami Downtown Development Authority**

The Miami Downtown Development Authority (DDA) is committed to improving the quality of life for businesses, employees, residents, and visitors in downtown Miami. As an independent agency of the City of Miami, the Miami DDA supports business growth, infrastructure improvements, and services for Downtown Miami residents and stakeholders. In addition to its programs and initiatives, the Miami DDA is partnering with the City and other government entities to strengthen Downtown Miami's position as an international center for commerce, culture, and tourism. The organization is governed by a 15-member board comprised of three public appointees and 12 downtown property owners, residents and/or workers. [www.MiamiDDA.com](http://www.MiamiDDA.com).

#### **About Miami New Times**

*Miami New Times*, with a weekly circulation of 70,000 and online presence that boasts of more than 2 million page views per month, has become the region's essential compendium of news and information. *Miami New Times* has established a reputation for its insightful coverage of local arts and entertainment, and for its unflinching exposure of Miami's steamy political life. For more, visit [www.miaminewtimes.com](http://www.miaminewtimes.com).

#### **About Poder 360°**

*Poder* is a magazine about Latinos in power and up and coming leaders, offering business news, in-depth analysis, profiles and interviews with the business and political leaders shaping our world. *Poder* is written for a global audience of influential senior business and political decision-makers, as well as entrepreneurs, who search for in depth, cutting edge editorial coverage and exclusive insider access to information on the U.S. Hispanic market and Latin America. For more, visit [www.poder360.com](http://www.poder360.com).

#### **About Screen International**

From market and festival coverage, to reviews, insight and comment, *Screen International* provides a whole-industry perspective from some of the most knowledgeable writers and data analysts in the business. Both online and in print, *Screen International* delivers deep analysis and market intelligence on

the biggest issues that are facing the industry, plus all the latest news, developments and box-office data at ScreenDaily.com. Screenbase, our online, interactive database provides key production and financing information of the top five European territories, making it easier to locate project funding and find key creative partners. *Screen international* is the essential resource for anyone working the global film industry. For a subscription to *Screen International*, visit [www.subscription.co.uk/screen/shif](http://www.subscription.co.uk/screen/shif)

### **About *Selecta Magazine***

*Selecta Magazine* is considered the magazine of choice among upscale Hispanics, delivering quality and consistent reporting for over two decades. With a 28-year track record, *Selecta Magazine* has become the gateway between the high-end luxury market and its consumers, featuring the finest things in life—the latest in high-end fashion, technology, automotives, yachting, watches, jewelry, travel and the most exclusive social events in the world are all within its pages.

### **About Stella Artois**

Stella Artois is part of a Belgian brewing tradition dating back to 1366. It is the number one Belgian beer in the world and is present in over 80 countries. Stella Artois is a bottom-filtered, blonde pilsner. It is thirst-quenching, with a malty middle and crisp finish that delivers a full flavor and a hint of bitterness. Stella Artois is best enjoyed served between 3 and 5 degrees Celsius and should be served in the unique Stella Artois Chalice Glass according to the 9 Step Pouring Ritual to guarantee a perfect experience of this gold standard lager.

### **About the University of Miami**

The University of Miami's mission is to educate and nurture students, to create knowledge, and to provide service to our community and beyond. Committed to excellence and proud of our diversity of our University family, we strive to develop future leaders of our nation and the world. The School of Communication at UM is dedicated to a global educational perspective and is committed to providing a socially responsible and ethically grounded learning environment. Providing quality undergraduate and graduate programs in communication, including motion pictures, that emphasize the relationship between theory and practice, the School believes in freedom of expression and creativity, and encourages both collaboration and independent thinking as we prepare future scholars, professionals and leaders for a lifetime of service and learning. Located on campus and open to the public, the Bill Cosford Cinema presents a wide variety of contemporary, classic and foreign films in a classic, widescreen format and hosts lectures from renowned actors and directors. For more information, visit [www.miami.edu](http://www.miami.edu).

### **About Univision Communications Inc.**

Univision Communications Inc. (UCI) is the premier media company serving the U.S. Hispanic community. Its assets include Univision Network, one of the top five networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the U.S. reaching 95% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, reaching 85% of U.S. Hispanic Households; Galavisión, the country's leading Spanish-language cable network; Univision Studios, which produces and co-produces reality shows, dramatic series and other programming formats for the Company's platforms; Univision Local Media, which owns and/or operates 62 television stations and 70 radio stations in major U.S. Hispanic markets and Puerto Rico; Univision Interactive Media, which includes Univision.com, the leading Spanish-language Internet destination in the U.S., and Univision Móvil, the industry's most comprehensive Spanish-language suite of mobile offerings; and TuTv, U.S. outlet for pay television channels of Mexico-based Grupo Televisa. Headquartered in New York City, UCI has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States. For more information, please visit [www.univision.net](http://www.univision.net).

### **About VeneMovies and SOMOS TV**

VeneMovies is a pay television channel that broadcasts Spanish-language films 24 hours a day, with no commercial breaks, and is part of SOMOS TV. SOMOS TV is a company devoted to the exploitation, development and promotion of the growth of pay TV in the U.S. Hispanic market and Puerto Rico. For more, visit [www.venemovies.com](http://www.venemovies.com).

**About Wachovia Bank**

Wachovia, a Wells Fargo Company (NYSE: WFC) is a nationwide, diversified, community-based financial services company with \$1.2 trillion in assets. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial finance through more than 9,000 stores, 12,000 ATMs, the Internet (wellsfargo.com and wachovia.com), and other distribution channels across North America and internationally. With more than 278,000 team members, Wells Fargo serves one in three households in America. Wells Fargo & Company was ranked #19 on *Fortune's* 2009 rankings of America's largest corporations. Wells Fargo's vision is to satisfy all our customers' financial needs and help them succeed financially.

**Withoutabox, a division of IMDb.com**

Since 2000, Withoutabox has been finding new ways to connect film artists with their audiences. The company works directly with over 750 film festivals on six continents, and serves a loyal professional filmmaker community of over 250,000 filmmakers in 200 countries, from first-time directors to Academy Award winners. Now a division of IMDb.com (International Movie Database), an Amazon.com company, Withoutabox's fully integrated set of on-line tools, including the signature International Film Submissions System, help save time and money while enabling filmmakers to reach their full potential and film festivals to reach the widest possible audience for independent film. For more, visit [www.withoutabox.com](http://www.withoutabox.com).

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