



NEWS RELEASE

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Miami International Film Festival and Winter Music Conference Team Up to Offer Joint Entertainment Package

Partnership creates "Film and Music Passport" for discounted access to selected screenings and industry panels at both events for film and music executives

Miami, FL —Organizers of the 2011 Miami International Film Festival (MIFF), produced and presented by Miami Dade College, and the 2011 Winter Music Conference (WMC) are joining forces to offer unprecedented access to film and music lovers who attend the two hottest entertainment tickets in town this March. MIFF and WMC are creating a special "Film and Music Passport," a discounted pass to encourage film industry executives to attend the annual music conference's slate of panels, networking events parties and special performances while offering music conference attendees similar access to film festival screenings, panels, networking events and parties.

The 26th edition of the Winter Music Conference runs March 8-12, 2011, at the Miami Beach Convention Center. The 28th edition of the Miami International Film Festival runs March 4-13, 2011, at the Gusman Center for the Performing Arts, Regal South Beach Cinemas, Miami Dade College's Tower Theater and other venues.

"It is a natural alliance for both of us," explains MIFF Executive Director Jaie Laplante. "Films always need music, whether it's for a score or a soundtrack. Both events attract hundreds of artists and business executives, so we thought that by combining our efforts, we would create the right environment for filmmakers and musicians to meet to discuss new collaborations."

"Music and film have always shared an undeniable bond," says WMC Director of Operations Kirk Paskal. "This connection has only grown stronger and more ubiquitous with the advancement of social media and viral marketing. Through this joint alliance, we look forward to fostering a new platform whereby the film and music industries converge. Participants will now have the opportunity to experience the pioneering sounds and legendary artists they've come to expect at WMC along with an impressive offering of films presented during a concentrated week of music and film across Miami and Miami Beach."

The Film and Music Passport will offer all WMC pass holders a \$50 discount on MIFF's Industry Pass (different access levels valued at \$129-\$249), through a special discount code made available upon completion of their WMC registration. MIFF pass holders will receive the same \$50 discount on WMC's Industry Pass (valued at \$350-\$475) through a special registration form they will receive from the MIFF office. The registration at both organizations is open now.

In addition, Winter Music Conference will co-present the screening of the new film, *The Sound of Noise*, at Regal Cinemas South Beach on Tuesday, March 8, as part of MIFF's official program. The feature is about a group of rebellious, tongue-in-cheek musical "terrorists" who conspire to complete their Magnus Opus "*Music for One City and Six Drummers*" using any pseudo-musical instrument means necessary. More details will be available when MIFF general admission tickets go on sale to the general public on Friday, Feb. 11.

Additionally, Miami International Film Festival will co-host Winter Music Conference's panel "Soundtracking for Film & TV" on Wednesday, March 9 at 1:30 p.m. the Miami Beach Convention Center, as part of WMC's seminar series. More details will be available when the WMC lineup is released in late February.

MIFF, which attracted 70,000 ticket buyers, 115 films from 40 countries, and more than 300 industry executives, filmmakers and stars in 2010, has a long-standing history of presenting feature films, documentaries and live concerts that celebrate multiple music genres and artists from around the world. Recent presentations have included Bob Smeaton's *The Beatles on Record*; Saul Swimmer's *Bob Marley & Me*; Wim Wenders' celebration of Cuba's 1950s and 1960s music legends in *The Buena Vista Social Club*; producer Emilio Estefan's portrait of legendary Cuban musicians-in-exile Arturo Sandoval, Chocolate Armenteros and wife Gloria Estefan in *90 Millas*; actor/musician Andy Garcia and legendary Cuban bassist Israel Lopez "Cachao" live performance after the premiere of Dikayl Rimmasch's documentary *Cachao: Uno mas*; Alan Tomlinson's celebration of Colombia's *vallenato* genre in *The Accordion Kings*; and, a documentary tribute to Miami's own Latin-funk-hip-hop fusion band in *¡Fuacata!: Spam Allstars*.

During its 26-year history, WMC has become known by industry insiders, audiophiles and fans alike as the preeminent international event for merchandisers and manufacturers launching new music, technology and trends in the music business. In 2010, the conference attracted 3,763 registered music industry participants from 70 countries and more than 100,000 event participants who took part in five non-stop, concentrated days of seminars, workshops, exhibits and performances. WMC's drawing power for assembling innovative music professionals and launching effective global campaigns is demonstrated year after year with career-launching performances and new releases by artists who have historically included Lady Gaga (WMC 2008), Rihanna (WMC 2006), the Black Eyed Peas (WMC 2009), and featured appearances in 2010 by artists like Deadmau5 and Grammy winner David Guetta, among hundreds of others.

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 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: the Miami Book Fair International; the Florida Center for the Literary Arts; the *Cultura del Lobo* performance 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 renowned 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 degrees. The college's eight campuses and outreach centers offer nearly 300 distinct degree programs, including several baccalaureate degrees.

About Winter Music Conference

Winter Music Conference, in its 26th consecutive year, is one of the most publicized annual music gatherings in the world. A pivotal platform for the advancement of the industry, WMC 2010 attracted 1,909 artists and DJs, 3,763 industry delegates from 70 countries and over 100,000 event attendees for a concentrated schedule of more than 400 events, parties, seminars and workshops presented across 5 days. Over 2 million visitors from 183 countries log on to the WMC website each year. For more information, go to www.WinterMusicConference.com or call 954-563-4444.

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