



## FOR IMMEDIATE RELEASE

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Press Contact: Westi Haughey

Cell: 831.419.3835

Email: westi@triskelpro.com

### SANTA CRUZ FILM FESTIVAL ANNOUNCES ALTERNATIVE DISTRIBUTION IN FILM MUSIC AND NEW MEDIA PANEL, 6X6 MUSIC VIDEO CONTEST AND CHRISTOPHER COPPOLA'S "MINI-PAH" PROJECT ACCESSIBLE HOLLYWOOD CELLPHONE ART COMPETITION

SANTA CRUZ, Calif. –The Santa Cruz Film Festival isn't just about watching progressive flicks, but making them in "reel" time.

In the Santa Cruz Film Festival tradition, the **6x6 Music Video Contest** challenges local filmmakers—amateur to professional—to create a music video in six days. The winning filmmaker receives a state-of-the-art **Apple Macbook Pro** laptop, featuring the Intel® Core™ 2 Duo Processor, in addition to the admiration of his or her fellow film community members. The winning film will be announced and screened at the Festival's Closing Night along with the film **Ten Inch Hero**, on April 28 at the Rio Theatre.

The contest, sponsored by **Intel Corporation**, will **kick-off Sunday April 22<sup>nd</sup>, 10am**, at Lulu Carpenter's at The Octagon (corner of Cooper and Front Sts.). The music video must be based on a song announced and provided at the kick off. For the remaining six days of the Fest, filmmakers will scramble to create a script, and shoot and edit the music video. A \$25 entry fee is required to participate in the contest which is open to all ages (entrants under 18 must have a parent or legal guardian's signature on the entry form).

**On April 20, at 7:30 PM at The Digital Media Factory**, SCFF presents the Alternative Distribution in Film Music and New Media panel **featuring Christopher Coppola of PAH Fest/Plaster City/earsxxi.com, Tisa Mendoza, founder of Buzzledom.com, Brian MacDonald of Mywaves.com, Daniel Duerr of Emerald City Entertainment, Greg Berkin of Think Digital Ink and SCFF board member Mike Gendemenico of Intel. Moderating the group is Timothy Ford**, a veteran journalist, foreign correspondent and Hollywood film professional. Ford teaches Media Entrepreneurship at various universities and evaluates film packages for investment potential for the media financial consultants Gordon/Barash. Ford is currently a Special Correspondent for **Flaunt Magazine** where his beat is Media.

This panel is co-presented by **Cinemar** the Monterey Bay's best resource of film making talent. The cost is \$15.00.

In addition, the Film Festival announces its first ever "**Mini-PAH, Project Accessible Hollywood**." The Mini-PAH was created by the alterna-Coppola, Christopher, who brings technology and filmmaking into the hands of the masses, inviting locals, students and festival goers to direct and shoot a one minute film in one day, with only the power of a cell phone.

(more)

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[www.santacruzfilmfestival.com](http://www.santacruzfilmfestival.com)

831.459.7676 • email: jane@seebrightproductions.com • mail: Santa Cruz Film Festival, 312 Seabright Ave, Santa Cruz CA 95062, USA

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The Mini-PAH Fest, sponsored by **Buzzledom** and **Mywaves**, will **kick-off Saturday, April 21, 10:00 AM** at Lulu Carpenter's at The Octagon on Cooper St. The movie topic will be announced at the kick off. No skill or knowledge of filmmaking is necessary. Participation is free, and the competition is open to all. Video cell phones will be provided, on loan, to all participants. Christopher Coppola will present the \$500 prize to the winning filmmaker at Saturday's 9 PM program. The winning film and other entries will be available for viewing at PAHFest.com or on your mobile phone courtesy of Mywaves.com.

This year attendees can make it their Fest and be a part of the action! The Fest runs everyday April 19-28, 2007, and all ticket sales support The **Santa Cruz Film Festival (SCFF)**.

**WHAT: The Santa Cruz Film Festival VI:  
ALT DIST IN FILM MUSIC AND NEW MEDIA PANEL**  
**WHERE:** Digital Media Factory 2809 Mission St Extension- Westside, Santa Cruz  
**WHEN:** **Friday, April 20, 7:30 PM** (Festival runs April 19-28, 2007)  
**COST:** \$10:00  
**INFO:** Call the Film Festival at (831) 459-7676. On the web at: [www.santacruzfilmfestival.com](http://www.santacruzfilmfestival.com)

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**WHAT: The Santa Cruz Film Festival VI: Mini-PAH Cell Phone Art Contest**  
**WHERE:** Kick-off @ Lulu Carpenter's at The Octagon, Cooper and Front Sts. (SCFF film makers Hub) Downtown SC  
**WHEN:** **Saturday April 21, 10AM** (Festival runs April 19-28, 2007)  
**COST:** Free  
**Prize:** \$500 Cash  
**INFO:** Call the Film Festival at (831) 459-7676. On the web at: [www.santacruzfilmfestival.com](http://www.santacruzfilmfestival.com)

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For more information about the Film Festival visit [www.santacruzfilmfestival.com](http://www.santacruzfilmfestival.com), or call the Film Fest office at 831.459.7676.

**WHAT: Santa Cruz Film Festival VI: 6x6 Music Video Contest**  
**WHERE:** Kick-off & sign up @ Lulu Carpenter's at The Octagon, Cooper and Front Sts. (SCFF film makers Hub)  
**WHEN:** **Sunday April 22, 10AM** (Festival runs April 19-28, 2007)  
**COST:** \$25 Donation benefits SCFF  
**PRIZE:** 15" MacBook Pro laptop & closing night screening  
**INFO:** |Call the Film Festival at (831) 459-7676.  
On the web at: [www.santacruzfilmfestival.com](http://www.santacruzfilmfestival.com)

*The Santa Cruz Film Festival is a non-profit 501 (c) 3 organization funded by local supporting businesses through monetary and in-kind contributions.*

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[www.santacruzfilmfestival.com](http://www.santacruzfilmfestival.com)

831.459.7676 • email: [jane@seebrightproductions.com](mailto:jane@seebrightproductions.com) • mail: Santa Cruz Film Festival, 312 Seabright Ave, Santa Cruz CA 95062, USA