

**RICHMOND INTERNATIONAL FILM FESTIVAL (RIFF/THE MIX) IS SET FOR
FEBRUARY 28-MARCH 3 IN RICHMOND, VA AT THE BYRD**

RIFF, an expansion of last year's The MIX Short Film Awards, adds feature films to the 2013 four day line up of over 45 films from local, national, and international filmmakers of fifteen countries.

Notable films in attendance this year will include emerging artists and a few local favorites, along with many top award winning veterans competing for Grand Jury honors such as, *The Bonobo Connection* directed by Irene Magafan & Narrated by Ashley Judd; *Amazon Gold* directed by Reuben Aaronson and narrated by Sissy Spacek and Herbie Hancock; *Double or Nothing* starring Adam Brody, Keith David, and Louisa Krause, and written by Neil LaBute; *Uprising* produced by an Academy Award-winning team including the Executive Producer of *Taxi to the Dark Side* and the Editor of "Inside Job,"; *5 Hour Friends* starring Tom Sizemore of *Saving Private Ryan*, *Heat*, *Natural Born Killers*, and more.

A local favorite in RIFF's line-up is the documentary feature, *Honor Flight*, directed by Daniel Hayes and featuring four of America's most beloved WWII veterans.

Richmond, VA – January 30, 2013 – The Richmond International Film Festival commences on February 28th and during the four day event includes a vast array of film screenings, industry panels, Q&As, live musical performances, and entertainment mixers that bring the spirit of Hollywood to Richmond, Virginia for four days of film at the historic Byrd Theatre.

An inclusive and spirited festival designed to honor true film artists; RIFF screens and awards films and screenplays of all genres and niches. Through its film productions, shot in Virginia each winter, the festival also provides an additional collaborative platform between local filmmakers and others across the country. Such projects include this year's short, a psychological thriller called, *StillWater Lake* and the community documentary feature filmed last week, *The Youth Roundtable Project*. The documentary features local cast from the new VCU ASPIRE program and a seventh grade class at Saint Benedict's Catholic School, among others. The film will make its premiere at the festival, February 28 during the GenerationMIX program, which is the festival's annual community outreach effort.

GenerationMIX fosters creativity, leadership development, innovative problem solving, and grassroots activism in youth through the use of film and the arts.

Outside of nearly fifty films across all genres that will be competing for top honors during the festival, RIFF also provides an additional platform for visiting filmmakers that recognizes projects that utilize film as a means to create social awareness and change.

Other notable films, filmmakers, and cast in attendance for the Richmond premiere of their film include the highly anticipated feature documentary, *I Am Not a Rockstar*, that follows the

dramatic coming-of-age of Juilliard pianist, Marika Bournaki; the new feature film, *Not Today* starring Cody Longo, Walid Amini, and John Schneider; and *Route 30, Too!*, John Putch's latest feature, which is a comedy starring an award winning ensemble cast including Arlington, VA's, Ray Ficca.

During the four days, more than 15 countries will be represented with visiting filmmakers competing for more than \$20,000 in cash and prizes: the Grand Jury Prize, five Best of Festival Category Awards, Outstanding Merit Awards, five Audience Choice Awards, and individual cast and filmmaker merit awards.

Additional special events throughout the week include industry mixers, the annual filmmaker and writer breakfasts, a private mixer at Balliceaux Restaurant, which later opens to the public, Q&As between movie patrons and filmmakers, a panel mixer event co-hosted by the James River Writers Society, the revolutionary film day at the Virginia Historical Society, which will be followed by a filmmaker panel and Q&A with the public, and the Red Carpet Awards event with live musical guests on Sunday evening at the Byrd. Last year's performers included Reggie Pace of Bon Iver, Scott Burton of Glows in the Dark, and the American Youth Harp Ensemble. This year's performers will be released mid-February.

The red carpet event is also open to the public. Dress is business casual to semi-formal, and all ticket holders are invited to walk the red carpet upon entry at 6:00pm with the event beginning promptly at 6:30pm.

"We are thrilled to bring the city of Richmond another exciting year of film to the Byrd Theater. With the expansion of the festival this year, it is sure to be a packed four days of memorable film. I'm particularly excited about bringing groups of folks together from around the city, whether to enjoy a couple of days of great film, mix and mingle with notable guests, or for our local businesses, cast and crew to network and show off the talent we have right here in Virginia. This is our chance to show off our great city, expand the reach of film and the arts in the community, and take part in recognizing some of the industry's greatest talent," says Heather Waters, RIFF's Founder & Director. Waters is also the Director of the festival's two in-house films, *StillWater Lake* and *The Youth Roundtable Project*.

For a full screening schedule and complete information regarding the Richmond International Film Festival, visit www.richmondfilmfestival.com. For press images and further info, email info@richmondfilmfestival.com

Advance tickets go on sale on Friday, February 1st via the festival website or the ticket line: 804-219-0675. Premiere sponsors of the 2013 festival include the Virginia Film Office, The University of Richmond Modlin Center for the Arts, the Virginia Historical Society, Balliceaux Restaurant, The Media Industry Xchange, Creative World Awards, Sony Creative Software, Virginia Production Alliance, the Linden Row Inn, and VCU ASPiRE.

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