

**FOR IMMEDIATE RELEASE:**

**The MIX International Short Film Festival Brings the Arts, Business, and Community Together in Two Collaborative Film Productions and Weekend Festival Events**

*Richmond, VA – February 2, 2012* – The Moving Image Xchange International Short Film Festival (The MIX) commences on February 17<sup>th</sup> at the Byrd Theatre in Richmond, VA for the screening of thirty nine short films throughout the festival weekend, February 17-19<sup>th</sup>. Sixteen countries will be represented including the U.S. (NY, CA, VA, PA, NC, TN), Canada, Turkey, Israel, Singapore, Serbia/Montenegro, Sri Lanka, New Zealand, Taiwan, Portugal, Belgium, India, France, UK, Germany, and Japan, with filmmakers competing for the chance to win top awards.

A few of the films competing include, GHOST OF OLD HIGHWAYS, a narrative/experimental short shot deep in the North Carolina mountains, set against the distorted dreamscape of the Civil War, a time when the U.S. had turned against itself; THUGS THE MUSICAL!, a narrative musical short directed by Liam Sullivan, starring Kevin Avery, David Alan Grier, and Margaret Cho and making its premiere at the festival; THE GADFLY, a narrative short starring Xander Berkeley (Terminator 2, Apollo 13, Kick Ass and Taken); EXTINCTION, a narrative, environmental short starring Summer Rayne Oaks; CARBON FOR WATER, a documentary set in Kenya, Africa, driven by an innovative and successful social entrepreneurship model; RED SHEEP, a narrative thriller directed by a Richmond, VA native; and more.

“We’ve got a spectacular weekend lined up in Richmond that we hope the community will enjoy. Our mission at The MIX is to celebrate the arts while bringing filmmakers and writers together to collaborate on future productions and create a platform for local businesses, artists, and the greater community to also take part,” says Heather Waters, CEO & Director of The MIX.

The MIX produced two films in Richmond, VA in January 2012 using VA and D.C. cast and crew, which will premiere at the event. The first, STRIVE, the winning short film project of the in-house corporate competition in partnership with Strive Tennis Academy, won by Writer, Jeffrey Kraynak of New York and Director, Jonathan Schwartz of Los Angeles; and TRADING AGES, a documentary that focuses on the interactions between Richmond youth & seniors and the generational identities and struggles they face during key stages of life.

The festival weekend includes several events and screening times throughout the weekend with a Red Carpet Awards Ceremony, Sunday, February 19<sup>th</sup> at 3:45pm, which features Bob Gullledge & the Mighty Wurlitzer and musical performance interpretations of the top six short films. Q&As with attending filmmakers to follow select screenings. Tickets and showtime info can be found on the festival website.

Key/Lead Level Sponsors: Riverside PACE, The Media Industry Xchange, Modelogic Wilhelmina, Balliceaux Restaurant, Sony, Hobgoblin Pictures, The American Youth Harp Ensemble, Erica Arvold Studios, Wraith Films, Epsilon Films, the Virginia Film Office, Style Weekly, and HD Healthcare.

For more information contact: Heather Waters at [heather@themixshorts.com](mailto:heather@themixshorts.com), 3126 W. Cary Street, #605, Richmond, VA 23221, Tel: 404-281-3748, [www.themixshorts.com](http://www.themixshorts.com)

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