

FOR IMMEDIATE RELEASE:

The MIX International Short Film Festival Brings Award Winning International Filmmakers Representing Sixteen Countries to the Byrd Theatre, February 17-19th

Richmond, VA – February 1, 2012 – The Moving Image Xchange International Short Film Festival (The MIX) commences on February 17th at the Byrd Theatre in Richmond, VA for the screening of thirty nine short films throughout the festival weekend, February 17-19th.

16 countries will be represented at the festival including the U.S. (New York, Los Angeles, Virginia, Pennsylvania, North Carolina, Tennessee), Canada, Turkey, Israel, Singapore, Serbia/Montenegro, Sri Lanka, New Zealand, Taiwan, Portugal, Belgium, India, France, UK, Germany, and Japan.

Filmmakers will be competing for the chance to win the following top awards: the Grand Jury Prize, five Best of Festival Category Awards, three Outstanding Merit Awards, and five Audience Choice Awards.

Additional festival events include the festival Mixer & Wrap Parties, which will be held at Balliceaux Restaurant; the Filmmaker's Breakfast at the New York Deli; and the Filmmaker's Lounge held at the Can Can Brasserie.

The festival weekend will conclude with a Red Carpet Award Ceremony, Sunday, February 19th at 3:45pm, which features Bob Gullledge & the Mighty Wurlitzer and musical performance interpretations of the top six short films by the American Youth Harp Ensemble, Scott Burton of Glows in the Dark, Reggie Pace of Bon Iver, and more. All ticket holders are invited to walk the red carpet upon entry to the awards at 3:15pm.

“The MIX mission is to celebrate film and the arts while bringing filmmakers and writers together to collaborate on future projects. With a recent rise in production opportunities and incentives, we feel Richmond is the perfect choice to host our event, and our goal is to bring further production to the area,” says Heather Waters, CEO & Director of The MIX. The MIX produced two films in January 2012 using local cast and crew, which will premiere at the event.

Screening showtimes are Friday, February 17th: 11:15am, 3:30pm; Saturday, February 18th: 12:00pm, 2:00pm, & 4:00pm; and Sunday at 1:30pm. Select screenings will follow with Q&As with attending filmmakers. Tickets can be purchased at: <http://themixfilmfestival.eventbrite.com>

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