

*** MEDIA ALERT * MEDIA ALERT * MEDIA ALERT ***



WHAT: AFI DALLAS International Film Festival's Inaugural Celebration Presented by Target

WHO: Michael Cain (Artistic Director and CEO, AFI DALLAS); James Faust (Senior Programmer AFI DALLAS); Jean Picker Firstenberg (president and CEO of AFI); Christian Gaines (AFI FEST Director); and AFI DALLAS' Matt Ostasiewski (Director of Operations); Mark Mahlo (Operations Coordinator); Sarah Harris (Programming Coordinator); Apryl Churchill (Sponsorship and Marketing Director); and Andrea Patton (Sponsorship and Marketing Coordinator); AFI DALLAS board member Veronique Peck; as well as John Remington, Vice President of Communications Target.

WHEN: Friday, November 3, 2006; 7:00 pm – 9:00 pm

WHERE: The Loft, AFI FEST Rooftop Village at ArcLight Cinemas, Hollywood
6360 W. Sunset Blvd. in Los Angeles

The AFI DALLAS International Film Festival, one of the largest film festivals in the Southwest, is a new and exciting citywide annual international film festival presented by Target with founding sponsor Victory Park, to be held March 22 through April 1, 2007.

The comprehensive programming will include the very best of contemporary international features, documentaries and short films. The festival will be punctuated with red-carpet galas, receptions and special screenings accessible through family-friendly outdoor viewings.

In keeping with their corporate generosity, Target has offered additional support of the AFI DALLAS International Film Festival, by funding the Target Filmmaker Awards. The \$25,000 nonrestricted cash grant will be awarded to the winning filmmaker of the best narrative film. The second \$25,000 nonrestricted grant will be given to the winner of the best documentary category.

In addition to Target as a presenting sponsor and Victory Park as a founding sponsor, confirmed sponsors as of September 2006, include: AT&T, American Airlines, Lexus, Bank of America, Blockbuster, HDNet, Neiman Marcus, W Hotel, Brinker International, One Arts Plaza, Jones Day, Aquafina, Central Market, DG Systems, The Richards Group, Richards/Gravelle, RBMM, T:M Interactive, and Temerlin Consulting.

**To cover this event, please contact Laura Khaledi
at (310) 248-6129 lkhaledi@bwr-la.com.**

For more information on AFI DALLAS International Film Festival, please contact Chris Libby (310) 550-3267 clibby@bwr-la.com or Laura Khaledi (310) 248-6129 lkhaledi@bwr-la.com.