



Public Service Announcement

For Immediate Release

February 11, 2013

Lights, Camera, Action!

The Reel Fun Film Festival is set to share some movie magic

Calgary, AB... The Reel Fun Film Festival is thrilled to present a line-up of activities for their 7th year.

Education Week

Monday, February 25 through Friday, March 1

Empire Studio 16 Country Hills (388 Country Hills Blvd NE)

Screenings at 9:30 AM and 12:30 PM. Advance registration required and available online.

Reel Interactive Family Film Day

A movie-filled day of Reel Fun Shorts, interactive filmmaking booths and amazing interactive exhibits

Saturday, March 2 at Canada's Sports Hall of Fame(169 Canada Olympic Rd SW)

10:00 AM and 1:00 PM admissions

Reel Fun Special Family Screening of *Will*

A heart-warming story of battling fate and fortune to show that it's never too late to dream. Starring Bob Hoskins and Golden Globe winner Damian Lewis.

Saturday, March 2, 7:00 PM at the Cardel Theatre(180 Quarry Park Blvd S.E)

Old Fashioned Family Matinée

Buster Keaton's Three Ages

A special presentation of a classic silent era film in partnership with the National Music Center.

Sunday March 3, 1:30 PM at the Plaza Theatre (1133 Kensington Road NW)

The Reel Fun Film Festival is a not-for-profit annual Calgary event that provides family-friendly films from around the world. For more information, film descriptors or to buy tickets, visit www.reelfunfilmfest.com.

-end-

Media Contact:

Cathy McKee, Festival Director

403.875.8875



Reel Fun Film Festival

Feb 25-Mar 3, 2013

Fact Sheet

Single Tickets:

Adult\$15
Students, Seniors & Children\$7
Under Age 4Free

Family Pass

\$30
(Access for all family members
to a single event)

Festival Pass

\$80/person
(Access to all events &
screenings)

Tickets available at the door or save 30% by purchasing online at www.reelfunfilmfest.com

The Reel Fun Film Festival provides curriculum-oriented film education and international screenings. Its founders recognized a need for a family-focused film festival that would inspire Alberta children and youth to become the filmmakers of tomorrow.

We are a registered non-profit organization dedicated to bringing film and the film making experience to youth and families in southern Alberta. It is our goal to open minds to cultural diversity by showcasing exceptional stories of the human experience, promoting emotional intelligence and developing media literacy among youth in the community.

The Reel Fun Film Festival was founded in 2006 after recognizing a need for a film festival that included international films exclusively for all family members AND that offered the opportunity for children and youth to experience the thrill of becoming young Alberta film makers.

2007 The first Reel Fun Film Festival was launched

2008 Film making workshops added (sold out in 48 hours) & Partnered with The Director's Cut (for students and teachers using film in their curriculum)

2009 First Reel Fun Family Day

2012 Alberta Film Industry professionals operate a live-action film set Reel Fun Family Day event

2011 Partnered with Cantos Music Foundation (National Music Center) to present an Old Fashioned Family Matinee with live musical accompaniment to silent films

Film is fast, fun and fresh, making it the perfect medium for today's youth. Through film, RFFF can open minds to cultural diversity by showcasing exceptional stories of the human experience, promoting emotional intelligence and developing media literacy among youths in the community.

The Reel Fun Film Festival is a registered non-profit Society and a charitable organization. 853900397RR0001