

4TH ANNUAL NEW MEXICO

Feb 14 - 21, 2010

# ITALIAN FILM FESTIVAL

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## **For Immediate Release**

### **2010 Italian Film Festival Gains Great Media Support**

Each year local media outlets have provided wonderful outreach for the Italian Film Festival. 2010 will be no exception. A benefit for the University of New Mexico Children's Hospital, the fourth annual event is set for Feb. 14-21. The lineup of classic and contemporary films will include, for the first time, an opera. Called "the ultimate Italian Opera", Vincenzo Bellini's Norma, will grace the screen of the South Broadway Cultural Center in the opening day gala.

Again, for the fourth consecutive year, television stations KRQE-TV13, KASA-TV2 and Classical Radio KHFM will be providing outreach as electronic media sponsors. Major print sponsors are Local IQ, Albuquerque the Magazine and the Premium Shopping Guide. The web sites of all of the media sponsors will also be linked to the Festival's [www.italianfilmfest.org](http://www.italianfilmfest.org) web site. Patrons can get detailed information about the schedule, ticket sales and background about the various films.

Bill Anderson, General Manager of channels 2 and 13 says, "we are very proud to support the Italian Film Festival, it is a 'class act' and of course we love to help UNM Children's Hospital in any way that we can."

The UNM Children's Hospital serves the entire state of New Mexico and several counties of adjoining states with centers of excellence for all critically ill and injured children. It is recognized as one of the most outstanding children's hospital in the nation, with specialties in newborn intensive care, pediatric oncology infusion, pediatric surgery, maternity and new born care. Carrie Tingley, which for more than 60 years has provided coordinated health care to children and adolescents with complex musculoskeletal and orthopedic conditions.

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Spencer Feix, owner of the Premium Shopping Guided stated, “ our customers look for information about the Italian Film Festival every year. We are very happy to be a part of it.”

Tickets will go on sale the first week in January. Advanced orders for Festival Passes and the Gala Grand Opening can be placed at 277-9723. For detailed information go to [www.italianfilmfestival](http://www.italianfilmfestival) or call the Managing Director at 856-9501