

From *E-News* – February 2015



RIVERRUN
INTERNATIONAL FILM FESTIVAL

RiverRun – Celebrating 17 years in 2015, April 16th-26th

Spring is (hopefully) right around the corner, and in to time at all Winston-Salem will be in the midst of yet again hosting the popular RiverRun International Film Festival - the 17th year of the event.

The festival, which will run from April 16-26, with 11 days being the longest span of days for the event to date, will see theatres all over town opening their doors to eager film-goers who will enjoy screenings of everything from lighter, animated films to thoughtful, full-length documentaries from near and far. Just last year, the festival presented 144 films from 33 countries, bringing filmmakers and other industry professionals to Winston-Salem from around the world.

RiverRun, named for the Asheville, NC-area French Broad River where the event was founded, began with just 3 days of films at its start, but now packs 11 days full of screenings, parties, panel discussions, student competitions and more. Viewings take place at Wake Forest University, SECCA, HanesBrands Theatre, University of North Carolina School of the Arts, and more.

Particularly exciting for RiverRun is that the festival is now Academy Award accredited in the areas of documentary shorts and animated shorts. "If these folks win here, they get a fast track to apply directly to the Academy, versus working the 'circuit' to do so," says Kristi Marion, Publicity Manager for RiverRun. "This has shown us more than twice the usual applicants in these categories than before the accreditation. It is definitely exciting."

RiverRun doesn't just happen, though. There are many pieces of the puzzle that make this a wildly successful event every year. With a full-time core staff of six, two dozen seasonal staff, and around 330 volunteers each year, the behind-the-scenes work it takes to pull off such a large event is remarkable.

For more information on RiverRun and to learn more about the featured films as they are announced, please visit <http://riverrunfilm.com>.