



Edmonton International
FILM FESTIVAL

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**EIFF Announces New Festival Programmer...
Guy Lavallee to take on feature and documentary film programming duties
for the 21st Edmonton International Film Festival (Sept. 28 to Oct. 6, 2007)**

The Edmonton International Film Festival Society is pleased to announce the appointment of Guy Lavallee as this year's Festival Programmer. Guy's primary role will be to curate feature and documentary films for the upcoming festival!

"Guy brings a thoughtful sensibility to our film festival's programming palate" says Kerrie Long, Festival Producer. "He has an uncanny ability to find the cinematic gems that audiences are looking for, while balancing the fiscal needs of a non-profit organization such as EIFF. We all look forward to sharing in his creative energy and producing a film festival program that will be diverse, surprising, and entertaining."

At the tender age of 14, Guy landed his very first job at the historic Odeon Theatre in Winnipeg. "Even at that age, when everyone else was getting a paper route, babysitting, or working a fast food counter, I knew there was only one place I wanted to be – at the movies" says Lavallee. "I'm not what anyone would ever call a 'film snob' – hey, I like foreign films, serious epics, and important documentaries as much as the next guy – but I've always wanted to experience as much as I can at the movies, in as many genres as I can, with judgment based strictly on merit".

To date, EIFF has received over 200 film submissions from around the world – 50 of which are a mix of dramatic features and documentaries – a staggering increase over previous festivals. "We're already well underway with looking at submissions" says Long. "The most refreshing discovery is the number of submitted films that are really solid festival films."

The final word goes to Guy, who has attended a variety of film festivals over the years. "It's because of film festivals that I've had the pleasure of discovering unheralded gems like *Prey for Rock and Roll*, *11:14*, *Memento*, *Elephant*, and *Happiness* – and it's that sense of discovery that I hope to bring to the Edmonton International Film Festival".

The 21st edition of the Edmonton International Film Festival takes place Sept. 28 to Oct. 6, 2007. Festival program guides will be available in September.