



Edmonton International
FILM FESTIVAL

PRESS RELEASE
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**The World's Hottest Commercials without the program breaks...
The WORLD'S HOTTEST COMMERCIALS set to screen
May 14 to 17 exclusively at Metro Cinema!**

The Edmonton International Film Festival is presenting a theatrical screening of the best TV commercials from around the world. And if the lure of wall-to-wall, 30-second, propagandist films isn't enough – a portion of every ticket sold goes to help support the 23rd Edmonton International Film Festival (September 25 to October 3, 2009).

Direct from the 2008 Clio Awards in Miami, Florida, the World's Hottest Commercials is 90-minutes of the Bronze, Silver and Gold television award winners.

Founded in 1959 to celebrate creative excellence in advertising, Clio is the largest and most celebrated festival of its kind. Fifty years later, Clio continues to honor international advertising excellence and receives over 17,000 entries from more than 65 countries annually. The Clio statue, designed and manufactured by R.W. Owens of Chicago – the same company that produces the Oscars and Emmys – is coveted by advertising creatives and clients alike.

Kerrie Long, General Manager of EIFF, proudly explains that "Edmonton is the only city in North America to screen the Clio Award-winning ads as a feature-length entertainment package for general audiences. We are proud to be working again with the Clio Awards team by offering Edmontonians a small taste of the art of commercial filmmaking".

"I also felt a genuine kinship with the Clio Awards", continues Ms. Long. "Their goal is to acknowledge greatness, instruct students of the craft, and celebrate what is, in my opinion, one of the most influential art forms in modern culture. And that's really what the Edmonton International Film Festival is about as well."

Check out the World's Hottest Commercials – a fundraiser for the Edmonton International Film Festival. Screenings run from May 14 to 17 at **7pm ONLY** in Metro Cinema. Tickets for all four (4) screenings are \$15 at the door. Advance tickets are available exclusively at TIX on the Square: www.tixonthesquare.ca. Metro Cinema is located at Zeidler Hall in the Citadel Theatre (9828 – 101 A Avenue).

The World's Hottest Commercials is 90 minutes long – Rated: TBD. For more information contact: Kerrie Long at 780-423-0844 or kerrie@edmontonfilmfest.com.

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