



# Edmonton International FILM FESTIVAL

## General Info

### **ABOUT THE FESTIVAL**

The Edmonton International Film Festival... international, independent and eye-opening. Our Festival is about 'discovery'. We strive to uncover cinematic gems and celebrate unique voices in movie-making such as directors, writers and producers. EIFF is about films and the people who make them.

Established in 1986 by the NSI as Local Heroes and re-branded in 2002 as the Edmonton International Film Festival, the organization has become a 9-day film frenzy for people from all walks of life. 'Every Night is Opening Night' truly captures our commitment to Edmonton premieres – most of the films screened at EIFF will never be available to our audiences. The annual schedule includes 50+ feature-length dramas and documentaries, and more than 100 short films programmed into packages that include the hugely popular *Lunchbox Shorts*. Whatever the genre, we search the world over for the most highly entertaining films that exhibit great storytelling properties.

More than 800 films submitted to this year's EIFF. That's another 20% increase over 2009. And proof that our unique brand of film festival is resonating with filmmakers who have been here and are spreading the word about EIFF to their peers. Our commitment to honoring filmMAKERS, celebrating what they do, continues to set our festival apart. Particularly from those festivals that garner loads of international media attention based on the number of 'stars' in attendance. Whether we're communicating with a young up-and-comer whose 30-second short film didn't make the slate, or the better-known international director – we respect all as artists and offer constructive feedback wherever possible. We are told time and again that this kind of care for filmmakers is rarely expressed by film festivals in general, and it makes us genuine. Because more often than not, our programmers are cutting films that are good – excellent, actually. But we only have so many slots to fill, and so much time in a Festival day. The choices are difficult.

### **WE ARE A CHARITABLE ORGANIZATION!**

The Edmonton International Film Festival Society is a not-for-profit, charitable organization. Consider becoming a Friend of the Festival by making a donation through our website, or in-person at Festival offices. It's always a joyful moment for organizers when we have the genuine pleasure of meeting the people who support us, both by attending the Festival and by donating their charitable dollars to us. EIFFS issues tax-deductible, charitable receipts in January each year.

### **ABOUT THE MOVIES**

With the EIFF brand comes a perception that we only program arty, navel-gazing, all subtitled films. Nada chance. Certainly there are a few, but if those are the types of films you're not interested in, we hope this program guide will inform you well enough to make choices that suit you. There are loads of English-language comedies, thrillers and dramas. But it's a

festival – explore and enlighten! Do take a chance on a sub-titled film though – at least once. Kerrie’s hint: *Steam of Life*. Just sayin’.

Most films in this guide you will know nothing about. That in itself is intimidating. But after this festival, you will hear about many of them as they get theatrical release around the country, and Academy Award nominations.

### **PAST FILMS**

To explain by example... here’s a look at films from previous festivals that you wouldn’t have known about at the time, but you’ve certainly heard about since. And, they premiered at EIFF. So anyone who saw these films at EIFF saw them for the first (and sometimes only) time in Edmonton.

*An Education, Anvil: The Story of Anvil, Bend It Like Beckham, Broken Embraces, City of God, Cooking With Stella, Departures, It Might Get Loud, Lust/Caution, One Week, Pontypool, Repo: The Genetic Opera, Spellbound, The White Ribbon, Water, Winnebago Man, Zack and Miri Make A Porno* to name a few.

### **AND GUESTS**

Filmmakers are what make the FESTIVAL more than just a collection of movie screenings. Over the years, we’ve had the honor of hosting: Carl Bessai, Jon Crier, Werner Herzog, Rebecca Jenkins, Norman Jewison, Jorgen Leth, Albert Mayslse, Bruce McDonald, Don McKellar, Deepa Mehta, Dilip Mehta, John Waters, Anne Wheeler... and the list goes on! **Who’s coming to the 2010 EIFF?** Due to printer deadlines, we don’t have our guest line-up locked at this time. But we do update our website as filmmakers are confirmed.

### **FESTIVAL OFFICE**

The Edmonton International Film Festival offices are located at...  
#201, 10816A – 82 Avenue  
EDMONTON, Alberta T6E 2B3  
Phone: 780-423-0844  
E-mail: [info@edmontonfilmfest.com](mailto:info@edmontonfilmfest.com)  
Office Hours are 9am to 5pm weekdays

### **FESTIVAL THEATRES**

From September 24 to October 2, all Festival films screen at one location...  
Empire City Centre 9  
10200 – 102 Avenue (3<sup>rd</sup> floor)  
Box Office Hours: 11:30am to 10pm daily

### **CYBER- LOCATIONS**

More interested in a virtual relationship with EIFF?  
Twitter: [www.twitter.com/edmfilmfest](http://www.twitter.com/edmfilmfest)  
Facebook: [www.facebook.com/edmontonfilmfest](http://www.facebook.com/edmontonfilmfest)

## **WHERE TO PICK UP EIFF PROGRAM GUIDES**

EIFF offices on Whyte Avenue and at Empire Theatres in Edmonton City Centre starting September 20.

## **BEFORE THE FESTIVAL**

Wait! There's some information we'd like to share that requires your attention BEFORE the festival and before you skip through to the films section.

### **24/ONE... a 24-hour filmMAKER challenge!**

Write, cast, edit, produce and deliver a short film of 5-mins. or less, in just 24-hours! Here's how it works. You must ENTER online at edmontonfilmfest dot com by noon on **September 20<sup>th</sup>**. There is a \$60 registration fee payable before Kick-off. This year's 24/One Kick-Off location is at the Downtown Market on 104<sup>th</sup> Street and launches on Saturday, Sept. 25<sup>th</sup> at 11am. 24/One is presented with the generous support of the **Downtown Business Association (DBA)** and **SONIC Radio**.

## **PASSES and TICKETS**

All EIFF movies screen exclusively in Edmonton City Centre at Empire City Centre 9: 10200 – 102 Avenue (3<sup>rd</sup> Floor near The Bay). Thanks to our venue sponsors, **Edmonton City Centre** and **Empire Theatres**, we have two (2) movie theatres to present our outstanding line-up of films.

### **REEL DEAL all-access pass (\$119.75)**

The Cadillac of passes – gets you into Galas, Special Presentations, Lunchbox Shorts, all the feature films you can handle and more! Fully transferrable. Seating for Passholders is released to single ticket buyers 30-mins. before each film so please arrive early to take advantage of Passholder priority seating.

### **6-PACK (\$69.75)**

Six movies for the price of five. 6-Packs can be used to bring 5 friends with you to a regular (\$13.75 or less) screening or whatever variation you can dream up. Note that 6-Packs **CANNOT** be used for Galas or Special Presentation events. Up to six people can see any film that's priced at **\$13.75 or less** with one 6-Pack. Fully transferrable.

### **Note to REEL DEAL and SIX-PACK Pass holders:**

Please arrive early as seating for pass holders is only guaranteed until 30 minutes before screening. Reel Deal and 6-Pack Passes get you through the **Passholders line-up**.

### **PURCHASE Festival Passes and Advance Tickets to select films at:**

Empire City Centre 9  
10200 – 102 Avenue (3<sup>rd</sup> floor)  
[www.empiretheatres.com](http://www.empiretheatres.com)

TIX on the Square  
Sir Winston Churchill Square  
[www.tixonthesquare.ca](http://www.tixonthesquare.ca)

## **SINGLE TICKETS**

Priority seating is reserved until 30-minutes before each film begins for:

- Advance Ticket Holders (this includes 6-Pack Pass tickets)
- Reel Deal Passholders

## **SINGLE TICKET PRICES**

Galas	\$25.00
Special Event	\$20.00
Feature Films & Short Film Packages	\$13.75*
Our Own Backyard Day (Oct. 2 <sup>nd</sup> )	\$11.75*
24/ONE World Premiere Screening (Oct. 2 <sup>nd</sup> )	\$11.75*
Lunchbox Shorts	\$11.75*
*Youth, Student and Seniors	\$ 9.75

\*Reduced prices for Youth (17 or under), Seniors (60+) and post-secondary students with student i.d. is \$9.75. There are no reduced prices for Galas and Special Events.