



Media Contacts

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FOR IMMEDIATE RELEASE

The 37th Mill Valley Film Festival

October 2 – 12, 2014

PRESS MATERIALS

Press materials can be downloaded from the following FTP site:

host: <ftp://173.13.159.186/Press%20FTP/>

User ID: mvffpress

Password: mvff2014press

Materials will be updated as they become available to us.
Please feel free to check the FTP site frequently

To request tickets for Festival screenings please follow these instructions:

- 1) **URL:** mvff372014.sched.org
- 2) **User Name:** your **email address** – please note, it MUST match the address to which you receive screening notices
- 3) **Password:** **mvff37** (lower case)

Cheat Sheet Attached

Please be aware, ticket requests are not guaranteed. You will be notified via email, once all ticket requests have been approved.

Social Media:

Facebook: Mill Valley Film Festival | **Twitter:** @MVFilmfest | **Instagram:** MillValleyFilmFest



About the 37th Mill Valley Film Festival

Presented by the California Film Institute, the 37th Mill Valley Film Festival runs October 2-12, 2014 at the CinéArts@Sequoia (25 Throckmorton Ave., Mill Valley), Christopher B. Smith Rafael Film Center (1118 Fourth Street, San Rafael), and other venues throughout the Bay Area. With a reputation for launching new films and creating awards season buzz, MVFF has earned a reputation as a “filmmakers’ festival” by celebrating the best in American independent and world cinema, alongside high profile and prestigious award contenders. MVFF welcomes more than 200 filmmakers representing more than 50 countries.

Tickets are \$14.00 (CFI Members, \$11.50), unless otherwise noted and are available for purchase to the general public beginning Sunday, September 14.

For tickets and additional information, please visit www.mvff.com or call 877.874.MVFF (6833).

About the California Film Institute

The non-profit California Film Institute celebrates and promotes film as art and education through the presentation of the Mill Valley Film Festival and year-round exhibitions at the Christopher B. Smith Rafael Film Center, film distribution by CFI Releasing, and building the next generation of filmmakers and audiences through the CFI Education program. For more information visit www.cafilm.org or call (415) 383-5256.

Supporters

As a nonprofit arts organization, CFI relies on the generosity of its community to sustain not only the Festival, but also the year-round programs of the Christopher B. Smith Rafael Film Center and CFI Education. The invaluable support of our sponsors, foundations, and individual donors ensures our continued success as we celebrate our 37th year.

CFI is once again proud to acknowledge the leadership support of Christopher B. and Jeannie Meg Smith and Jennifer Coslett MacCready, and the continued major support of Drusie and Jim Davis – Drusie Davis Family Fund, The Bernard Osher Foundation, The Gruber Family Foundation, the Marin Community Foundation, The Christine Zecca Foundation and The Horace W. Goldsmith Foundation. We are also fortunate to have the contributions of the following Major Sponsors of the Mill Valley Film Festival: Wells Fargo, Sharp Electronics, Delta Airlines, Lucasfilm, Ltd., Maroevich, O’Shea & Coghlan Insurance Services, Frantoio Ristorante and Olive Oil Co., Zaentz Media Center/A Wareham and Development.

For Calendar Editors

The 37th Mill Valley Film Festival

**One of the Nation’s Top 10 Film Festivals, celebrating the Best of Independent and World Cinema
Marin County, California**

Thursday, October 2 to Sunday October 12, 2014

On-Sale Date

For CFI Members: Sunday, September 7, 2014

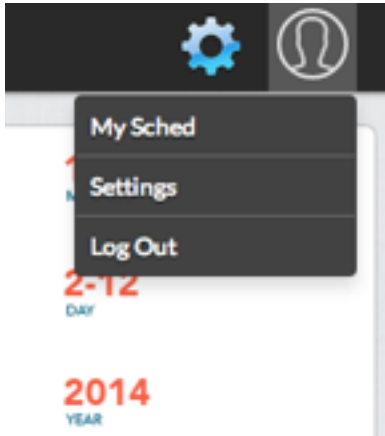
For the General Public: Sunday, September 14, 2014

www.MVFF.com, www.CAFilm.org



Make Your Film Selections:

You will be able to mark all the films you would like to attend by clicking the event on the RSVP system. Once you have made your selections, MySched (located on the drop down menu on the top right) will give you a complete list of everything you have RSVP'd for.



Here are some tips for getting started:

1) Search by titles, events, venues and keywords.

Example of keyword search:

Schedule Matches

Saturday, October 4

- 7:00pm Low Down - Spotlight on Elle Fanning
- 9:30pm Spotlight on Elle Fanning Party

Thursday, October 9

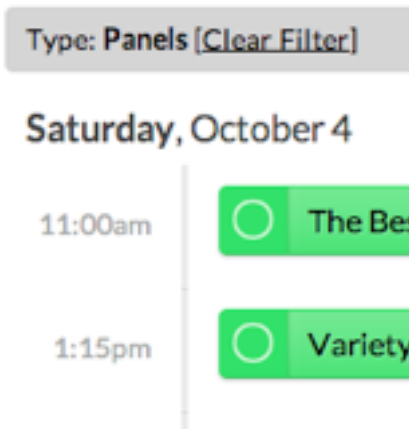
- 7:00pm Theory of Everything - Spotlight on Eddie Redmayne
- 9:31pm Spotlight on Eddie Redmayne Party



2) Filter by event type.

- Film
- Panel
- Shorts
- Special Event

Example of event filter:



3) Scroll over the schedule tab to find the view format that works best for you.

The grid view is similar to the grid in the printed MVFF film schedule. You may need to scroll to the right to see the complete list of film and events selections.

