

# PEAK CITY FILM FESTIVAL

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# ***MEDIA RELEASE***

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16 June 2009

## **PEAK CITY FILM FESTIVAL SET FOR APEX Major Film Competition to be Held in November**

**Apex, NC – 16 June 2009** – The Peak City Film Festival – *Family Style* is poised to reach for the stars in an effort to become one of the annual premier film festivals. The Festival will be unique among all such events around the world in that it will focus on mobile and short films or new-media for general audiences rather than taking a broad brush across the gamut of all genres. Entries are expected from independent producers worldwide.

“We decided on this unique approach to provide something we felt was missing from cinema,” said John M. Demers, Executive Producer of the event. “We want to showcase those films providing entertainment, ideas, and information suitable for family audiences.”

The producers emphasize the Festival will provide a forum for the display and judging of new-media with a high entertainment value able to be viewed comfortably by anyone of any age. Many times such otherwise excellent productions are overlooked in favor of more titillating productions for a more narrow audience.

“This will not be just a collection of ‘kiddy films’ at all,” said Bob Crowley, Producer of the event and Senior Vice-President of Convey Ink, a local marketing company. “We often miss the point of the so-called Motion Picture Association of America ‘G’ rating, assuming it means a children’s show. Many extremely entertaining stories can be told for the enjoyment of everyone.”

The call for entries into the Festival will go out worldwide during the first week of July. The review and judging periods will take place with the juried productions announced at a press conference to be held in Apex in the fall. “That’s when the fun begins!” added Crowley.

The Festival will hold a gala awards reception in Apex on Friday, November 20, and that promises to be an event in itself in the tradition of “Old Hollywood” with red carpets, sweeping searchlights, limousines, and paparazzi everywhere! National and local celebrities have already expressed interest in attending. The winning and top-rated productions will be screened for the public all day Saturday November 21 and the afternoon of Sunday November 22 at two venues in historic downtown Apex. Many music and art events are planned in Apex for those days as well.

The Peak City Film Festival – *Family Style* will have a number of supporting events happening in Apex throughout the summer, including contests to design a logo, design the awards themselves, and perhaps pick a mascot. These events will be announced soon. For further information, please contact Bob Crowley at as shown above.

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### **ABOUT THE PEAK CITY FILM FESTIVAL:**

The Peak City Film Festival is an international new-media production competition specifically for producers of family friendly productions. Based in historic downtown Apex, North Carolina, the event attracts entries from all over the world to be judged on their entertainment value, artistic merit, and excellence of technique. For further information, please contact Bob Crowley at Convey Ink at RCROWLEY@CONVEYINK.COM.