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Fallbrook's First Film Festival Offers Quality Workshops

Fallbrook, CA – April 14, 2008 – The Fallbrook Film Factory announces a series of filmmaking workshops to be held during Fallbrook's first Film Festival on Saturday, April 26 at the Art Campus, 310 East Alvarado off Main. In addition to many excellent screenings, the inaugural film festival also features these workshops, student productions and special recognition of those who work behind the scenes to make and distribute films. There are five workshops being taught by experienced professionals in the filmmaking business: "Acting for the Camera" a "how-to" filmmakers panel, the "Art of Cinematography," "How to Market Your Film On-line," and a meet and greet presentation by Adam McKay writer/director of *Anchor Man*, *Talladega Nights*, and *Step Brothers*. Workshops are \$30 each for general admission or \$20 each for students and members of the Fallbrook Film Factory. Workshop admittance is included for VIP pass holders. Register for the workshops online at www.artcampusatfallbrook.com using PayPal or call (760) 728-6383.

"An important aspect of Fallbrook's 1st Film Festival is its filmmaking workshops sharing the craft of filmmaking with anyone who has an interest," stated Linda Mandrayar, independent filmmaker with many film credits including *White Rainbow*, *Ele My Friend*, and *Oh Father Where Art Thou*. "We have the privilege of having the best-of-the-best talent coming to our friendly village to share their knowledge of producing and marketing films."

"Acting for the Camera" Workshop – 9:30 – 10:30am – Art Campus at Fallbrook

Patricia West Del Ruth, M.A., will be giving the first workshop on "Acting for the Camera." Patricia has a long standing career in acting, screen writing and independent filmmaking. She was voted one of the top 50 people to watch by San Diego Magazine for 2005 for producing and hosting award winning television programming that featured film industry professionals.

Earlier in her career, Patricia appeared in the feature film *QUICKSILVER* with Kevin Bacon. She was also seen on television shows *Hill Street Blues* and *General Hospital*. Patricia trained with the top acting coaches including Stella Adler, Jeff Corey, Allen Miller and Judith Weston. In the mid 80's, Patricia was accepted into the ABC Television Networks Talent Development Program taught by Tad Danielewski who also trained James Earl Jones, Martin Sheen, and Sigourney Weaver. Besides studying acting, Patricia has studied with top Screenwriting Instructors Syd Field and Robert McKee. Patricia also interned for *L.A. Law* casting its first season.

She is currently Director of Cinema Arts Education and serves on the board for Film Oregon Alliance. For 27 years, Patricia managed the cinematography career of her husband Thomas Del Ruth. Tom and Patricia have two sons, Matthew and Sean who work on the current hit shows *CHUCK* and *BIG SHOTS*.

"How-To" Filmmakers Panel – 9:30 – 10:30 a.m. – Art Campus at Fallbrook

Linda Mandrayar will be hosting the filmmaker's panel. On this panel, several independent filmmakers will discuss the obstacles and triumphs of getting their films made. All panelists have their films in the film festival including Lisa and Greg James for *Defying Gravity*, Freddy Hakimi for *Grand Junction*, Adam Pitman and Adam Stilwell from *Paper Dolls* and Jason Hagen for *Merciful Death of Jonas Blake*.

(Cont.)

"Art of Cinematography" Workshop – 11:00 a.m. – 12:00 pm – Art Campus at Fallbrook

Tom Del Ruth, A.S.C. a former Fallbrook area resident, will discuss and answer questions about the role cinematographers play in the collaborative art of filmmaking during a two way dialogue with the audience. Del Ruth will share memories of what it was like growing up in Hollywood, why he decided to become a cinematographer and how he achieved that goal. Del Ruth has compiled more than 70 narrative credits, ranging from the memorable feature films *The Breakfast Club*, *Outlaw Josie Wales*, and *Stand By Me* to such classic television movies and series *E.R.* and *The West Wing*. He has earned two Emmy awards and five other nominations for narrative films and episodic series produced for television. His peers in the American Society of Cinematographers have nominated him for an unparalleled 11 Outstanding Achievement Awards in an annual narrative filmmaking competition. A Lifetime Achievement Award will be given to Del Ruth during the film festival at the Awards Ceremony on Sunday, April 27.

"Market your Film On-line" Workshop – 11:00 a.m. – 12:00 pm – Art Campus at Fallbrook

Marc Rosenbush will lead a workshop called "Market your Film On-line." Award-winning indie filmmaker Marc Rosenbush shares the secrets of how his "unwanted" film made \$40,000 in DVD sales in the first two days. In today's film marketplace, learning self-distribution is no longer an option, it's a necessity! Discover the closely-guarded internet marketing secret that huge publishing companies use to get books onto the Amazon and New York Times bestseller lists! If you want to sell your film to thousands of people fast, maintain creative and financial control over your project, make money on your film and keep your profits, build a huge, loyal fan-base and make distributors come to you, then this workshop is for you.

Adam McKay Program 12:30-2:00pm – Fallbrook Art Center – Main Gallery

Meet writer/director Adam McKay. Learn about his career and his filmmaking experiences as he shares tips on how to make it in Hollywood. Adam McKay is the filmmaking partner of Will Ferrell. He started his career as a writer on *Saturday Night Live*, then went on to write (with Will Ferrell) *Anchorman: The Legend of Ron Burgundy* (2004), and *Talladega Nights: The Ballad of Ricky Bobby* (2006) which he also directed. In 2007, Adam and Will launched the wildly successful user-submitted comedy video website, *Funny or Die*. Adam will conduct a seminar and receive a Spotlight Award to recognize his contributions to film, television and the internet.

In addition to the workshops, a full weekend of festivities and special events are planned throughout the Village of Fallbrook. There is a Saturday night presentation by Dennis Martinez, one of the legendary skateboarders featured in *D.O.P.E.*, a documentary on the rise and fall of skateboarding in the 1980s.

Single tickets screenings and festival passes are on sale at the CAST Box Office across the street from the Mission Theatre (760) 731-2278. Screenings will be held at the Mission Theatre, The Art Campus, Café Des Artistes and JJ Purty Landers in downtown Fallbrook. One-day screening passes are \$30, three-day passes are \$75, and VIP all access passes for all screenings, workshops and special events are \$150. Tickets for the opening reception on April 25 at the Fallbrook Art Center are \$35 each and include the opening night film. Tickets to the closing night awards ceremony on April 27 are \$35. Free admission to screenings is being offered to military personnel.

The Fallbrook Film Factory is a consortium created to bring a filmmaking capability to creative people who would like to write, act, produce and direct films. Other sponsors include The Art Campus at Fallbrook, Curtisy Limousine and Sedan Service, The Fallbrook Art Center, Hollywood Outdoor Movies, Keyways Vineyard & Winery, La Caseta Mexican Restaurant, Hearth & Home Realty, JJ Purty Landers, Mission Theatre, Pala Resort and Casino, Rincon Band of Luiseno Indians, Santa Margarita Inn, Technical Difference, Inc. makers of People-Trak, Thornton Winery, Time Warner Cable, and Trupiano's Italian Bistro. To learn more about the film festival go to www.fallbrookfilmfestival.com. For more information about the Fallbrook Film Factory, go to www.fallbrookfilmfactory.com. For media passes contact Donna Walden at (949) 306-3465.

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