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**Fallbrook Film Factory Announces "Highlights Film" at the UltraStar Theater on October 12**

**Fallbrook, CA – September 4, 2008** – The Fallbrook Film Factory announced today that it is hosting a special "Highlights Film" screening at the UltraStar Theater in Bonsall, California kicking-off a 5 to 6 episode series of the *Life in California* TV program featuring the Fallbrook Film Factory and Fallbrook Film Festival. Noel Horwin, Fallbrook resident and host and executive producer for *Life in California* documented much of the film festival, workshops and opening and closing ceremonies at the inaugural April 25-27, 2007 event.

*Life in California* is a ½ hour TV Series which runs Sunday nights at 8:00 p.m. on Channel 12 on Time Warner Cable in the Fallbrook area. The show has a total reach of 1.3 million viewers on Time Warner and Cox Cable affiliate stations throughout San Diego and Riverside Counties. Noel expects to begin airing the Film Factory series beginning October 26.

The "Highlights" screening takes place on Sunday, October 12 from 4:00 – 6:00 p.m. at the Bonsall UltraStar and is free to Fallbrook Film Factory members and the general public. "Anyone who has an interest in filmmaking or this historic moment in Fallbrook can come to this screening as our guest," said Horwin. "We are also screening some creative films from other factory members including, *The Backroom*, and *Time Off for Sergeant* production by the Fallbrook Film Factory and some trailers for upcoming features. The afternoon will be both entertaining and educational," he said.

*The Backroom*, a short masterpiece by local filmmaker Janie Chesney is a dark comedy about a sinister meeting in a back room and a twisted outcome that occurs when hard core mafia men get together. "The Backroom is my best piece yet," said Janie Chesney who was urged by her fans to make a film about gangsters. When pushed for more details she replied, "What goes on in the backroom stays in the backroom..."

*Time Off for Sergeant* is the 1<sup>st</sup> in a planned commercial series of 5-10 minute comedic webisodes created in the spirit of *The Office*. Produced by Donna Walden and directed by Ronald Shattuck, the pilot webisode was filmed July 19 and 20 and will be debuted on this day. Screenwriter Adrienne Armstrong said, "It was a lot of fun creating the characters for this piece and bringing them to life via film was even better. I laughed myself silly watching the takes."

Those interested in attending can pick up their tickets October 12 just prior the screening at the UltraStar Theater, 5256 S Mission Rd, Bonsall, CA 92003.

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When asked about content from his "highlights film," Noel replied, "the festival was wonderful and I applaud the many people involved in the Film Festival/Film Factory. It was a great thrill to meet Cinematographer, Tom Del Ruth. He was imminently qualified to receive the first Lifetime Achievement Award from the Fallbrook Film Festival. I also enjoyed the workshop given by writer/director Adam McKay who is the filmmaking partner of Will Ferrell. Adam received a Spotlight Award to recognize his contributions to film, television and the internet. It was a great thrill of mine and my children, Heston and Hayley, to have the honor of interviewing both McKay and his grandmother who happens to live in Fallbrook," said Horwin.

"Another highlight still is being able to work with a first class production team, Jimmy Marino and Charlie George who are giving a workshop together with me on the 'Anatomy of Creating a Production' on Thursday night October 16 at the Fallbrook School of the Arts & Foundry. These men have credentials that most people just dream about and are a delight to work with on my TV series which has been running for more than 2 years."

#### Noel Horwin

Horwin has a diverse background in television and video productions, business development and marketing. His company, 4H Productions, hosts the "Life in California" TV series which has a reach up to 1.3 million viewers on Time Warner and Cox Cable Affiliate Stations throughout San Diego and Riverside Counties. Some of his other television credits include Co-host and Executive Producer for "Environment 80 ft" which ran on KCOP TV in Los Angeles; Co-host and Executive Producer for "Our Planet Earth" for MCOE TV in Monterrey, and "A Day in the Life of North County" and "A Day in the Life of the Central Coast." Noel has also completed a number of documentaries, commercials, and training videos. His team received a Bronze Telly Award in New York City for their documentary, "The Bigger Picture" about Noel's father, Leonard Horwin, who was a lawyer, diplomat, Superior Court Judge, and mayor/councilman of Beverly Hills.

For the last 30 years, Noel has been a public relations, marketing and business development consultant in a wide diversification of fields including real estate, construction, sports, politics and the entertainment industry. He had an impressive political career as well. Noel was Leonard Horwin's general assistant when he was mayor of Beverly Hills and played a central role in his father's campaign. Noel was general assistant to Congressman James Roosevelt in Washington D.C. (James' father was none other than FDR). Noel was also an advance man for Senator Robert Kennedy in his presidential campaign and a field representative for Governor Pat Brown. Noel ran for Congress and City Council for Los Angeles and West Valley. Noel was also General Assistant to the Los Angeles Bureau Chief of Newsweek Magazine.

The Fallbrook Film Factory (the 'Factory') is a 501c3, not-for-profit, consortium formed to bring filmmaking capabilities to Fallbrook and the surrounding communities. For more information, please visit: [www.fallbrookfilmfactory.com](http://www.fallbrookfilmfactory.com).

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