

PLAZACLASSIC FILMFESTIVAL

NEWS RELEASE

CALLING ALL HOME MOVIE HOARDERS: TRANSFER YOUR OLD HOME MOVIES AT THE PLAZA CLASSIC, BECOME PART OF TEXAS HISTORY

www.plazaclassic.com

Initiative part of "lost film" search initiative

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FOR IMMEDIATE RELEASE

EL PASO, TX (July 26, 2010) – Organizers of the Plaza Classic Film Festival have announced another “first” for this year’s event: The Texas Film Round-Up will be making its first trip to El Paso as part of the August film festival, offering free digitization for anyone wanting to convert their old 8mm, 16mm, VHS (or other media) home movies.

The groundbreaking public service initiative is a project of the Texas Archive of the Moving Image and will be at the Plaza Classic Film Festival in El Paso on Saturday, August 14 and Sunday, August 15, 2010. Area residents can bring their Texas-related films and videos to the Texas Film Round-Up table in the Plaza Theatre to sign up for free digitization services during festival hours, between 10 a.m. and 10 p.m. on Saturday and 1 p.m. and 7 p.m. on Sunday.

The program is open to any Texas-related films including home movies, amateur films, local television productions, advertisements, industrial films, government films and more. “This is a unique opportunity for people to participate in an innovative state project,” said Elizabeth Hansen of the Texas Archive of the Moving Image. “West Texas is somewhat under-represented in our current collection, so we are excited to finally be in El Paso and we look forward to the images we hope to add to this collection.”

Hansen says the current collection includes home movies donated by the Seigel family, which documents the family’s vacations to El Paso via Union Station. “We also have footage of Carrie Fisher on the set of Star Wars, talking about El Paso and her family ties to Texas,” said Hansen. Fisher’s mother, Debbie Reynolds, is scheduled to appear at the Plaza Classic.

Films and videos dropped off at the Round-Up will be returned to contributors after digitization, along with two DVD copies of their materials and information about safe media storage. A selection of films representing Texas history and culture, chosen from those who contributed films and videos during the event, will be added to the TAMI video library in early 2011. Anyone can access a portion of the collection via their website, www.texasarchives.org.

“One of the goals of the Plaza Classic is to preserve our cinema heritage. This year’s partnership with T.A.M.I. and inclusion of the Texas Film Round-up takes that notion one step further – into our attendees closets, basements and attics. This is an important initiative to preserve Texas history, sites, and ways of life and another great addition to the film festival,” stated Charles Hoark, Artistic Director of the Plaza Classic Film Festival.

The Plaza Classic Film Festival will feature rare screenings of classic films, film talks with film scholars, concerts and special presentations. Screenings will be held in and around the historic Plaza Theatre Performing Arts Centre, a 1930 atmospheric-styled movie palace restored in 2006.

Tickets for the Plaza Classic Film Festival are available now at the Plaza Theatre box office or through all Ticketmaster outlets. Prices range from \$2.00 to \$10.00, with several movies free of charge.

Festival Passes are available now for \$150 through the El Paso Community Foundation, (915)533-4020.

The Plaza Classic Film Festival is a special project of the El Paso Community Foundation, which provides a wide range of charitable and philanthropic services in the region. Learn more at www.plazaclassic.com.

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About the Plaza Theatre Performing Arts Centre

Known as “The Showplace of the Southwest”, the Plaza Theatre (www.theplazatheatre.org) opened in 1930 to a sellout crowd. It was a first-run commercial movie palace until it closed in the 1970s. Its restoration, which won the National Preservation Award in 2009, was a joint project of the El Paso Community Foundation and the City of El Paso, and resulted in one of the best performing arts facilities in the country. The Plaza Theatre Performing Arts Centre hosts a broad range of arts entertainment, from movies to symphony, Broadway to opera and rock & roll. The Plaza Theatre is listed in the National Register of Historic Places as a “Place of National Significance,” a moniker reserved for only about 5

percent of the historic structures in the United States. It is a unique example of a historic atmospheric theatre with the most modern working parts behind the antique beauty.

The Plaza Theatre has been home to the Plaza Classic Film Festival since 2008.