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**THE VAIL FILM INSTITUTE ANNOUNCES THE 5th ANNUAL VAIL FILM FESTIVAL
PRESENTED BY BEST LIFE MAGAZINE**

**Premiere Festival Sponsors Include Epson, Stella Artois,
Subaru, Swiss Army and Town of Vail**

Vail, Co. (March 5, 2008) – The Vail Film Institute announced today the sponsors of the 5th Annual Vail Film Festival. The independent film festival will hit the slopes from April 3 -April 6, 2008 at America's top-rated ski resort in Vail, Colorado. For the fourth year in a row, *Best Life* magazine, the nation's fastest growing men's magazine, will serve as the Festival's presenting sponsor.

Vail Film Festival will continue its collaboration with (RED), an international initiative founded by Bono and Bobby Shriver to raise awareness and money for The Global Fund, an innovative public-private partnership created to finance a dramatic turnaround in the fight against AIDS. (RED) and the Vail Film Festival will premiere the RED Vision Short Film Showcase at the 2008 Vail Film Festival, a screening of the winning films from the RED Vision Short Film Contest. As it did last year, the Festival will contribute 25% of the sale of each Festival Avanti Pass to the Global Fund.

"2008 marks our fifth year, and we're very proud of how far the Festival's come in such a short period of time," said Scott Cross, co-founder and co-director of the Vail Film Festival. "We are especially proud of the reputation the Festival has developed among filmmakers as a great place to screen and premiere their work. The submissions we receive are the best in independent film, allowing us to have an exceptionally strong film program. This year, we'll screen more films than ever before, with even more filmmakers in attendance to support their work. We are honored to have an incredible group of sponsors that believe in the power of film and whose contributions enhance every aspect of the Festival. Their support has enabled us to continue to grow and to create several new and exciting programs for the fifth year."

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Approximately 80 films from around the world will be screened during the four-day event. The 2008 festival categories include feature films, shorts, documentaries, student films, action sports films, Oscar shorts, and two new categories, the Esurance Animated film showcase, and for the first-time ever, a Green Film showcase.

Presenting sponsor, *Best Life*, will once again host The *Best Life* Lodge: “The Oasis on the Mountain,” located at Vail Square in Lionshead. The Lodge will serve as the central hub for festival-goers, showcasing expert panels and industry discussions, and providing premiere sponsors with on-site branding and experiential opportunities. Additionally, The Vail Film Festival’s Music Café Concert Series will be presented in the Lodge on Friday, April 4 and Saturday, April 5 from 1:30pm-4:00pm.

Epson, the official projector of the 5th annual Vail Film Festival, returns in 2008 with its Epson Screening Room. Throughout the four-day event, the intimate theater lounge will highlight a mix of shorts and trailers for festival attendees. **Stella Artois** returns as the official beer of the 5th Annual Vail Film Festival and will showcase its top-selling lager at the Lodge as well as during opening and closing night ceremonies for festival-goers 21 years and over. **Stella Artois** will also sponsor an exclusive Food & Beer Pairing Seminar with famed chef Daniel Joly of Mirabelle restaurant on Saturday, April 5. **Subaru** returns in 2008 as the official auto sponsor providing complimentary transportation and static displays throughout Vail Village, Lionshead and at the screening rooms. **Swiss Army**, also a returning sponsor, will be on-site at the Best Life Lodge unveiling its new line of fashion apparel. They will also serve as the exclusive sponsor of First Tracks on Saturday April 5. During the Festival, **Swiss Army** will also kick off its annual promotion with ValBruna, Vail’s premiere menswear retailer. Purchasers will receive gift certificates to Vail’s finest restaurants, inside access to the Festival’s film screenings, ticket passes to First Tracks and an invitation to the closing brunch. The **Town of Vail** returns in 2008 as a premiere sponsor of the 2008 festival.

“We are thrilled to return as the presenting sponsor of the 5th Annual Vail Film Festival,” says Michael Wolfe publisher of *Best Life*. “Year after year, the Festival continues to attract highly adventurous, socially conscious men who are looking for a unique and cultural experience. The Festival not only aligns our brand with leading films and breakout stars but it also delivers significant support to global fundraising and environmental activism.”

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Esurance will return for another year as a Supporting Sponsor of the Vail Film Festival by presenting the Esurance Animation Showcase. The Esurance Animation Showcase will also feature a very special event: Pixar's Dylan Brown, the Supervising Animator of *Ratatouille* (winner of the 2008 Academy Award for Best Animated Feature). Dylan will give a behind-the-scenes presentation on the making of the award-winning film. The presentation, entitled "*Ratatouille*: Acting and Performance in Animation," will be introduced by Phil Robinson, co-founder of the award-winning animation studio W!LDBRAIN and director of Esurance's animated commercials. Phil will explore the challenges and opportunities faced by today's animation studios.

Additional Supporting sponsors include **Lufthansa** and **BMI**, who will help with festival travel as the Official International Airlines of the Vail Film Festival. **Vail Resorts** will support the festival's marketing efforts, as well as assist with festival events and activities, including the Festival's Closing Night Party. **Vail Daily**, **Plum TV**, **NRC Broadcasting**, and **Comcast** all return as festival Media Partners.

MetaFoundry, the Vail Film Festival's marketing agency of record, will provide strategy, creative, and technical services to support the Vail Film Festival in both traditional and online media.

Festival passes and additional information are available online at www.vailfilmfestival.org.

About Vail Film Festival

The Vail Film Festival promotes independent filmmaking, with a special focus on new and innovative filmmakers. Besides screening some of the year's top films from around the globe, the festival will also feature workshops, seminars, industry panel discussions and special events with award-winning actors, writers and directors. A special awards ceremony, family festivities, ski and snowboarding events, VIP parties and live music will round out this four-day event. The Vail Film Festival is produced by the Vail Film Institute, a non-profit arts organization that is dedicated to fostering independent cinema and creative filmmaking. Festival passes incorporate a combination of movies, filmmaker panels, galas and music, with deep discounts on skiing for festival pass holders. For tickets and additional information, visit www.vailfilmfestival.org or call (866) 476-1092.

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About Best Life (www.bestlifeonline.com)

Best Life is the fastest -growing men's magazine in the country*. Published by Rodale, Inc., *Best Life's* mission is to inform, entertain, and guide the successful 35-plus man in managing the issues that truly matter to him—his family, his finances, and his physical and emotional health. With practical and passionate service journalism and imagery that challenges and inspires, *Best Life* helps men address the ultimate question: How can we better understand our lives, and how can we live them to the fullest? The magazine reaches 2.5 million readers and is published 10 times a year.

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Editor's Note: Hi-res images and interviews available.