



**Berkeley FILM Foundation
Hosts Its Second Annual Fundraising Gala**

\$120,000 in grants awarded to 12 East Bay filmmakers

Berkeley, CA (October 15, 2010)—Riding on the huge success of its inaugural fundraising event last fall, the Berkeley FILM Foundation (BFF) will host its second annual fundraiser and celebration on Thursday, October 28, 2010, at the David Brower Center in Berkeley.

The BFF, a non-profit 501(c)(3) organization, will also recognize the twelve 2010 winners, who share \$120,000 in grants including the first annual Saul Zaentz Award. The BFF, funded to support local filmmakers and inspire a new generation of emerging East Bay filmmakers, has distributed \$220,000 in grants to date.

The Berkeley FILM Foundation fundraiser has grown into one of the Bay Area's more important annual entertainment industry gatherings.

Mark Fishkin, Executive Director of the California Film Institute and Co-Founder of the Mill Valley Film Foundation will lead a program featuring, among other local filmmakers, Daniel Ellsberg and Rick Goldsmith, co-producer of the 2010 Oscar-nominated documentary feature film *The Most Dangerous Man in America: Daniel Ellsberg and the Pentagon Papers*.

The Berkeley FILM Foundation, a public/private partnership formed in 2009 by the City of Berkeley, Wareham Development and The Saul Zaentz Company, carries on the mission to support and nurture independent filmmakers in the Bay Area's growing entertainment industry.

Berkeley Mayor Tom Bates, one of the Foundation's founders, said the collaboration between the private sector and the City to make the Foundation a reality was particularly rewarding for him personally.

"We took a good idea and turned it into a reality. Thanks to the inspiration of leaders like Saul Zaentz, the entertainment industry here in the East Bay provides jobs and revenues, and bolsters our reputation as a city that knows how to grow and support its creative community," said Bates.

Another key facilitator behind the formation of the foundation, Wareham Development founder Rich Robbins, said, "Especially in these challenging times, everyone understands

the need to support these independent filmmakers during all phases of their careers. Their work is crucial to our understanding of the social, political and historical context of life in the U.S. and around the world.”

Abby Ginzberg, award-winning filmmaker who spearheaded the Grant Review Committee, said, “This year’s winners are a group of 12 great filmmakers of all ages and experience whose winning projects were chosen from a field of 32 submissions. Their productions will be screened in coming months at the monthly Berkeley Filmmakers Screening Series at the Zaentz Media Center and the grants will help bring their films to the world.”

Local corporate supporters of the Berkeley FILM Foundation fundraiser include Meyer Sound. Tickets for the Foundation fundraising event, which will be held at the David Brower Center, 2150 Allston Way, Berkeley on Thursday, October 28, 2010, from 6-8p, are \$100 for individual tickets, which may be reserved and purchased at

<http://berkeleyfilmfoundation.eventbrite.com>

Inquiries on sponsorship opportunities are directed to

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