



FOR IMMEDIATE RELEASE, PLEASE:

CONTACTS: Colette Greenstein

Email: colettegreenstein@yahoo.com; Cell: 617.216.0636

Delilah DaSilva

Email: ddasilva05@hotmail.com; Cell: 617.840.1977

**The Roxbury Film Festival Announces Name Change to
The Roxbury International Film Festival (RIFF)
Celebrating Local Flavor and Global Ties!**

***The Roxbury International Film Festival (RIFF)
Premieres Thursday, July 29, 2010 - Sunday, August 1, 2010!!***

Boston, MA (4.13.10) – **The Roxbury Film Festival**, New England’s largest film festival dedicated to celebrating people of color, is announcing a name change to **The Roxbury International Film Festival (RIFF)**. **Lisa Simmons, co-founder of the RIFF and President of the Color of Film Collaborative** says, *“Changing the name just simply reflects who we are and who we have been for the last few years. Our focus is to still support local filmmakers and maintain our Roxbury roots, but also to show the world that our festival is global in its approach to celebrating people of color worldwide.”*

Now in its 12th year, The Roxbury International Film Festival will premiere on Thursday, July 29, 2010 and will run through Sunday, August 1, 2010. Presented by ACT Roxbury and The Color of Film Collaborative, RIFF will screen 50-60 films including features, shorts, documentaries and youth-produced works.

Films will be screened at the following venues throughout Roxbury: the Museum of Fine Arts; the Tower Auditorium at Massachusetts College of Art; the Roxbury Center for Arts at Hibernian Hall and the Annex Auditorium at Wentworth Institute of Technology. Our popular *“Dinner and a Movie”* event will also take place at **The Haley House Café** in Roxbury.

-more-

The submission deadline for all films is Saturday, May 15th. Updated information on special guests, panels, awards and other festival events can be found over the coming weeks at www.roxburyfilmfestival.org.

About Festival Producer:

The Roxbury International Film Festival (RIFF) is co-produced by Madison Park Development Corporation (MPDC) and The Color of Film Collaborative. Madison Park Development Corporation promotes arts and culture as a vehicle for economic development. The Roxbury International Film Festival is one of several annual events of the Roxbury Arts Series produced by the MPDC.

About The Color of Film Collaborative:

The Color of Film Collaborative is a non-profit organization that works to support media makers of color and others who have an interest in creating and developing new and diverse images of people of color in film, video and performing arts. For more information on the Color of Film Collaborative, visit www.coloroffilm.com.

For information on the Festival:

Roxbury International Film Festival
c/o Madison Park Development Corporation
184 Dudley Street, Suite 102
Roxbury, MA 02119
Phone: 617.541.3900
Fax: 617.541.4900

###