



## **PRESS RELEASE**

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## **IMMEDIATE RELEASE**

### **ENGINES ROAR IN CELEBRATION OF THE 90-YEAR ANNIVERSARY OF UNITED ARTISTS WITH A FILM FESTIVAL AT THE MARY PICKFORD THEATRE**

CATHEDRAL CITY, CA, July 31, 2009 -- In recognition of the 90-year anniversary of United Artists, and to help fund a safe driving program for area teens, a new film festival is being added to Cathedral City's calendar of cultural and art events. The Wheels On Reels Film Festival will take place October 23 and 24 at the Mary Pickford Theatre, located at 36850 Pickfair Street in Cathedral City, California 92234-1325. The Festival, created with the interest of bolstering the city's many car dealerships and emphasizing the development of Cathedral City as a social and entertainment corridor, will present seven categories of film that feature automobiles or motorcycles as the focal point.

Student filmmakers and professionals working in the film industry are invited to submit film for consideration. Dubbed as *"a race to find the best film projects featuring cars or motorcycles,"* films will be selected through a submission process of professional

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and student filmmakers, artists working in the advertising industry, and amateur hobbyists that have captured their 2, 3, 4, or 18-wheeled vehicles on film. Unique to most film festivals, an amateur category will be featured, which Wheels On Reels expects will become a major highlight of the annual event. Festival Director, Bernadine Bogdanovs, comments "anyone that loves their car enough to capture it on film is encouraged to enter their work for consideration in the festival lineup of screenings. In years to come, the Festival hopes to devote a full day to the amateur category alone."

The only criteria for submitting film in the Festival are that the subject matter must involve automobiles or motorcycles as a major focus. The cost for advertising agencies to submit film for contention is \$100. For all others, including independent, student and amateur filmmakers, the cost is \$25. Submissions must be received in DVD format by September 8, 2009, and mailed to Wheels On Reels, 100 S. Sunrise Way, #299, Palm Springs, CA 92262.

2009 marks the 90-year anniversary of United Artists, a company founded by Mary Pickford, Charlie Chaplin, Douglas Fairbanks, and D.W. Griffith. What might seem like a minor achievement by today's business standards, the creation of United Artists was considered by many

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to be a bold and risky move that paved the way for today's filmmakers. With the formation of United Artists, Pickford and her partners became the first in the industry to develop their own projects without studio intervention that until then dictated salary restrictions and imposed creative control. This daring venture, initiated by some of Hollywood's biggest names in their day, opened the door of opportunity for generations of filmmakers. United Artists went on to produce such film classics as: *The Great Escape* and the James Bond series of films, all remembered for their spectacular action sequences featuring automobiles and motorcycles. "Since Cathedral City is home of the Mary Pickford Theatre, and is recognized as the auto center of the Coachella Valley, it was the clear choice to host this event," commented Bogdanovs, who was invited to bring Wheels On Reels to the NHRA Motorsports Museum in Pomona and the San Diego Automotive Museum.

Proceeds from the Wheels on Reels Film Festival will help fund safe-driving programs for area teens. As the result of a tragic traffic accident that killed three Palm Springs area high school teens in late 2007, Bogdanovs and friend Chad McQueen organized an instructional driving program for teens in the Coachella Valley. A new website, **LearnFromAnExpert.org** was established to provide information about the program that prepares teens to become skilled

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and responsible drivers, thereby aiming to reduce the number of traffic accidents and fatalities. The Wheels On Reels Film Festival will not only raise funds and develop awareness for this important cause, but will present an opportunity that up until now, never before existed. For the first time ever, members of the automotive community will have a venue in which they can meet trend-setting filmmakers that use their automobiles and products. These filmmakers influence millions of television and movie audiences and they are members of a growing cottage industry developing film projects that reach a worldwide audience through Internet video sites.

Early sponsors of the Festival include Holiday Inn Palm Springs City Center, SwissTrax Interlocking Flooring Tiles and KESQ News Channel 3's ABC, FOX and CW affiliates for the Palm Springs area. For additional information call 760-213-6826, or visit [www.WheelsOnReels.com](http://www.WheelsOnReels.com).

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