

PRESS RELEASE
August 18, 2011

For Immediate Release
Contact:
Jake Anderson
808-792-1577 x3
pr@hiff.org
Hawaii International Film Festival

FREE FILM SCREENING FOR HAWAII INTERNATIONAL FILM FESTIVAL MEMBERS

Motor-Racing Documentary SENNA to be Screened at the Event

Honolulu, HI - (August 18, 2011) - Get revved up because this one's on us. The Hawaii International Film Festival (HIFF) is having a free member appreciation screening for all HIFF Ohana Members. The film will be shown at Regal Dole Cannery Stadium 18 Theatres on Wednesday, August 31, 2011 at 6:30 p.m. and will be the first movie leading up to the highly anticipated Hawaii International Film Festival presented by Halekulani. HIFF Ohana Members and the general public will have the chance to renew or purchase membership passes at a 15% discount at the event and stay for the screening of SENNA.

Already making the festival rounds at Sundance, LA Film Festival, and Adelaide Film Festival, SENNA is a documentary of legendary Brazilian Motor-Racing Champion, Ayrton Senna. HIFF Programming Director Anderson Le considers it one of the best films he has seen this year. "This documentary has the entire film world buzzing already and we would like to reward our dedicated HIFF members by showing it to them before anybody else" says Le.

With the Hawaii International Film Festival presented by Halekulani less than two months away on October 13-23, HIFF encourages everyone to renew their memberships or become a HIFF Ohana Member before the festival begins. With membership passes ranging in benefits and price, members have exclusive privileges such as discounted tickets, invites to parties and events, and guaranteed seating for films throughout the festival. Membership passes last the entire year and can be purchased at hiff.org/membership.

SENN
2010 United Kingdom | 106 minutes
English, Portuguese with English Subtitles

Director: Asif Kapadia
Writer: Manish Pandey
Stars: Ayrton Senna, Alain Prost and Frank Williams
Trailer: <http://www.youtube.com/watch?v=HrbJPsPtTyU>

The story of the monumental life and tragic death of legendary Brazilian motor-racing Champion, Ayrton Senna. Spanning the decade from his arrival in Formula One in the mid 80's, the film follows Senna's struggles both on track against his nemesis, French World Champion Alain Prost, and off it, against the politics which infest the sport. Sublime, spiritual yet, on occasion, ruthless - Senna conquers and transcends Formula One to become a global superstar. Privately, he is humble, almost shy, and fiercely patriotic, donating millions to his native Brasil and contemplating a life beyond motor-racing. Yet he is struck down in his prime on the blackest weekend in the history of the sport, watched live on television by 300 million people. Years on he is revered in Formula One as the greatest motor racing driver of all time - and in Brasil as a Saint.

Hawai'i International Film Festival

Established in 1981, the Hawai'i International Film Festival is a non-profit organization dedicated to the advancement of cultural exchange and media awareness in the Pacific Rim. HIFF is a premier

international film event that has won the praise of governments, filmmakers, scholars, educators, programmers and film industry leaders across the globe. HIFF's programming has two particular mandates: to be a festival of record for emerging films from Asia and the Pacific, and to present the top festival films from around the world, annually screening films from over 45 countries. HIFF also presents content and panels in the fields of film and music, and mobile entertainment and gaming. These transmedia programs reflect HIFF's commitment to exhibiting innovative creative content coming from the Asia Pacific Rim. Learn more about HIFF at hiff.org.

HIFF's major sponsors are: Halekulani Hotels & Resorts, Regal Entertainment Group, Starwood Hotels & Resorts Hawaii, Hawaii Tourism Authority, The Vilcek Foundation, and EuroCinema Hawaii.

#