



PRESS RELEASE
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For Immediate Release
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WIN TICKETS FOR THE HAWAII INTERNATIONAL FILM FESTIVAL PRESENTED BY HALEKULANI THROUGH FACEBOOK AND TWITTER

Honolulu, HI - (Thursday, September 15, 2011) - In preparation for the 31st Hawaii International Film Festival (HIFF) presented by Halekulani on Oct. 13-23, movie fans now have a chance to win tickets through HIFF's Facebook and Twitter accounts. Both contests start today and run until September 28th. Everyone from long time fans to newcomers of the Festival are encouraged to participate.

Entering the Twitter contest is as easy as 1, 2, tweet. Follow the HIFF twitter account, @HIFF, and use the hashtag "HIFFtix" in a tweet between Sept. 15-28. This is an automatic entry to win one of four pairs of ticket vouchers given away during the contest. The winners of the contest will be announced on Sept. 29 and the winning tickets will be good for any regularly priced film during the Hawaii International Film Festival presented by Halekulani (not valid for Opening night, Closing night, and special events). Rules regarding HIFF's Twitter contest can be found at hiff.org/tweet4tix.

Four pairs of ticket vouchers will also be given to new fans of HIFF's Facebook page. Between Sept. 15-28, HIFF will monitor new "Likes" of their Facebook page and will announce the four lucky winners the day after the contest has ended. Already existing fans of the page are ineligible to enter but are encouraged to tell their friends of the contest. These ticket vouchers are also only valid for all regularly priced films excluding Opening and Closing night films and special events. For more details about the Facebook contest, visit hiff.org/fbcontest.

The Hawaii International Film Festival presented Halekulani showcases 250 films annually and draws of an audience close to 80,000. Special events and education programs will also be underway once the Festival begins. Tickets for films go on sale on Sept. 29 to HIFF Ohana members and Oct. 3 to the general public. For more information about the upcoming festival, ticket sales, and the social media contests, visit hiff.org.

Hawaii International Film Festival

Established in 1981, the Hawaii 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. For more information visit 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.

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