



PRESS RELEASE
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For Immediate Release
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SPECIAL SNEAK PEEK SCREENING OF KASAAN, MOMS LIFE AND TRAILER FOR THE HAWAII INTERNATIONAL FILM FESTIVAL PRESENTED BY HALEKULANI

Honolulu, HI - (Wednesday, September 21, 2011) - The 31st Hawaii International Film Festival (HIFF) presented by Halekulani is only one month away but the time to start celebrating the festival season has already begun. Join the HIFF staff on September 28th at Regal Dole Cannery Stadium 18 Theatres & IMAX for the unveiling of the highly-anticipated fall trailer and a sneak peek screening of the Japanese film KASAAN, MOM'S LIFE. Sneak peek begins at 6:30 p.m. and is open to HIFF Ohana members, trailer cast and crew, sponsors, and media only. Anyone can attend the screening by becoming a HIFF Ohana member online at hiff.org/membership, or by purchasing a membership that evening.

This year, HIFF partnered with Humanhand, a local design company, to continue the long standing tradition of one-of-a-kind festival trailers. "Working with HIFF has been great. It's inspiring to partner with a group that's so driven and passionate" Says Warren Daubert of Humanhand. "From our initial meetings with the HIFF team, to working with them on all the various parts of the campaign, it's been an honor to be able to contribute to a world class festival in a truly collaborative fashion".

Every year the trailer is played before each film and is used as a visual piece to recognize, thank, and promote the highest level sponsors. Two years ago, the trailer for the 2009 fall festival won the Hollywood Reporter's top award for best trailer in 2009. "It's such a treat to reveal the festival trailer every year to our HIFF Ohana members during our special sneak peek event" says HIFF Executive Director Chuck Boller. "Humanhand did such an amazing job capturing the dramatic feel that encompasses this year's Hawaii International Film Festival presented by Halekulani".

During the sneak peek screening, HIFF Executive Director Chuck Boller and Programming Director Anderson Le will highlight some of the major films, events and stars to attend this year's festival. Attendees will then get a sneak peek screening of KASAAN, MOM'S LIFE, directed by Shotaro Kobayashi. Media will be invited to attend and have a chance to ask questions during the event.

The Hawaii International Film Festival presented by Halekulani is from Oct. 13-23. Tickets will go on sale to HIFF Ohana members starting September 29th and are available for purchase to the public on October 3rd. Tickets can be purchased in person at the guest services desk at Regal Dole Cannery Stadium 18 Theatres & IMAX (735 Iwilei Road), online at hiff.org, or by phone at 808-447-0577.

KASAAN, MOM'S LIFE

United States Premiere | English | 88 M

DIRECTOR: Shotaro Kobayashi

CAST: Kyoto Koizumi, Maiyu Konishi, Masatoshi Nagase, Yusuke Shibe

This touching film, based on the award-winning manga with the same name, tells the autobiographical story of manga artist Reiko Saibara. Reiko has two children aged 4 and 6, and in addition to being a somewhat single parent, she manages to juggle a full-time job drawing manga. But when her alcoholic husband, war journalist Yutaka Kamoshida suddenly returns, he threatens to tear apart the family and break her bright spirit.

Sponsored by: Hawaiian Airlines, NGN, and Japan Foundation

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, 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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