



PRESS RELEASE

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Hawaii International Film Festival

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**HAWAII INTERNATIONAL FILM FESTIVAL PRESENTED BY
HALEKULANI SHOWCASES ECO-FRIENDLY FILMS IN GREEN
SCREEN SECTION SPONSORED BY KOKO MARINA CENTER**

Two Fascinating Documentary Films to Make Their World Premieres

Honolulu, HI - (Wednesday, October 12, 2011) - The Hawaii International Film Festival (HIFF) presented by Halekulani is proud to exhibit the best environmentally friendly films in the first year of GREEN SCREEN sponsored by Koko Marina Center. The six films from this section emphasize the importance of staying energy efficient, protecting the environment and all its wildlife, as well as showing the benefits of living a self-sufficient lifestyle.

"Film festivals are all over the world and create a great platform for filmmakers to get their message out to massive audiences" said HIFF Executive Director Chuck Boller. "We hope that everybody takes something away from our GREEN SCREEN section and either continues or begins to take the steps to ensure a greener environment."

HIFF is honored to be hosting the world premieres of MAI KA PIKO MAI A HO'I: RETURN TO KANALOA, MINDS IN THE WATER, and WHEN THE MOUNTAINS WERE REBORN as well as the Hawaii premieres of THE TSUNAMI AND THE CHERRY BLOSSOM, IN THE EYE OF THE WHALE, REVENGE OF THE ELECTRIC CAR, and THINK GLOBAL ACT RURAL.

The documentary film MINDS IN THE WATER directed by Justin Krumb will be making its world premiere at this year's HIFF. Chronicling Dave Rastovich's journey from pro surfer to ocean activist, the film's message is one of preservation for the ocean and all its inhabitants. Masterfully blending elements from surf and nature documentaries, MINDS IN THE WATER is a film that is as entertaining as it is enlightening. Sharing the screen will be the short documentary film IN THE EYE OF THE WHALE directed by Kate Miller, which will be making its Hawaii premiere. The film explores the life of whale photographer Bryant Austin, who sells all of his worldly possessions in pursuit of his life's goal: to put an end to whaling through his art.

The documentary MAI KA PIKO MAI A HO'I: RETURN TO KANALOA directed by Matt Yamashita will be making its world premiere at this year's festival. The film follows a group

of Native Hawaiians who return to the island of Kaho'olawe (Kanaloa) fourteen years after United States military bombings there have ceased. They are joined by a group of modern Hawaiian navigators, and they are able to come together on the special island and repair a rift that was created between the two groups during the formative years of the Native Hawaiian Cultural Renaissance. Screening alongside MAI KA PIKO MAI A HOI: RETURN TO KANALOA will be THE TSUNAMI AND THE CHERRY BLOSSOM directed by Academy Award nominated filmmaker Lucy Walker. A touching look at the healing power of Japan's beloved cherry blossom in the wake of the catastrophic 2011 tsunami, this powerful documentary features photography by Aaron Phillips and music by Moby.

HIFF is pleased to be hosting the Hawaii premiere of REVENGE OF THE ELECTRIC CAR directed by Chris Paine. The second in a series of films about the electric car, this documentary follows the race between three huge car companies to successfully create and market a successful, mass-produced electric vehicle. France's THINK GLOBAL ACT RURAL directed by Coline Serreau will also be making its Hawaii premiere at this year's Hawaii International Film Festival presented by Halekulani. An expository documentary about the negative effects of industrialized farming, this film encourages a return to organic farming by showing us the impact that industrialized farming has on farmers and the environment. Finally, the documentary film WHEN THE MOUNTAINS WERE REBORN directed by Chuljay Lee will be making its world premiere at this year's festival. An inspiring look at the struggle of two East Himalayan locals who must combat traditional customs and modern infrastructure in order to preserve their mountain home.

Film Synopses (all screening times subject to change):

MAI KA PIKO MAI A HO'I: RETURN TO KANALOA

World Premiere
Green Screen

Saturday, October 15 | 3:15 PM | Regal Dole
Sunday, October 23 | 11:45 AM | Regal Dole
Screens with THE TSUNAMI AND THE CHERRY BLOSSOM
United States 2011 | English | 56M

DIRECTOR: Matt Yamashita

CAST: Luana Busby-Neff

Fourteen years after Native Hawaiians stop the U.S. military from bombing the Hawaiian island of Kaho'olawe (Kanaloa), the brave activists who led the movement return to tell their stories. With them come the families of modern Hawaiian navigators, returning to a land that was sacred to their ancient seafaring predecessors. When these two groups come together on this special island they rediscover ancient connections, renew common bonds, and heal old wounds.

Preceded By

THE TSUNAMI AND THE CHERRY BLOSSOM

Hawaii Premiere

Green Screen

United States 2011 | Japanese with English Subtitles | 39M

DIRECTOR: Lucy Walker

Survivors in the areas hardest hit by Japan's recent tsunami find the courage to revive and rebuild as cherry blossom season begins. A stunning visual poem about the ephemeral nature of life and the healing power of Japan's most beloved flower. Directed by Academy Award Nominated filmmaker Lucy Walker (WASTE LAND), featuring photography by Aaron Phillips and music by Moby.

MINDS IN THE WATER

World Premiere

Green Screen

Saturday, October 22 | 6:00 PM | Regal Dole

Australia, United States 2011 | English | 90M

DIRECTOR: Justin Krumb

CAST: Chris Del Moro, Dave Rastovich, Hannah Fraser, Howie Cooke

MINDS IN THE WATER is a feature-length documentary following the quest of professional surfer Dave Rastovich and his friends to protect dolphins, whales and the oceans they all share. Through Dave's journey-a five-year adventure spanning the globe from Australia to the Galapagos, Tonga, California, Alaska and Japan-we see one surfer's quest to activate his community to help protect the ocean and it's inhabitants.

Preceded by

IN THE EYE OF THE WHALE

Hawaii Premiere

Green Screen

United States 2011 | 20M

DIRECTOR: Kate Miller

A short, documentary film exploring the work of whale photographer, Bryant Austin. In Austin's pursuit to end whaling, he sold everything he owned to follow his dream of photographing whales up close, creating high-resolution, life-size photographs of endangered whale species to exhibit in whaling nations and beyond. Austin's journey is dangerous, rewarding and is inspiring change globally.

REVENGE OF THE ELECTRIC CAR

Hawaii Premiere

Green Screen

Sunday, October 16 | 10:45 AM | Regal Dole

Monday, October 17 | 3:00 PM | Regal Dole

United States 2011 | English | 90M

DIRECTOR: Chris Paine

CAST: Greg Abbott, Thomas Friedman, Carlos Ghosn, Bob Lutz, Elon Musk, Dan Neil

You can't kill an idea whose time has come. When the electric cars first appeared on the market in the 1990s, its mass production and commercialization was abruptly-and dubiously-shut down. Just a few short years later, behind the closed doors of Tesla, General Motors, and Nissan, the race is back on to develop an affordable, stylish electric car and win over a skeptical public.

THINK GLOBAL ACT RURAL

SOLUTIONS GLOBALES POUR UN DESORDE LOCAL

Hawaii Premiere

Green Screen

Thursday, October 13 | 8:15 PM | Regal Dole

France 2010 | Arabic, English, French, Spanish with English subtitles | 113M

DIRECTOR: Coline Serreau

Director Coline Serreau delivers an informative and humanitarian documentary that is sure to spur an emotional response. This film is filled with interviews of farmers, agricultural specialists and philosophers who discuss the serious problems with industrialized farming. Diving into the political and economical topics surrounding the revolution of the farming industry, Serreau shows the loss of the modern farmers' ability to control the processes in which they produce their crops.

WHEN THE MOUNTAINS WERE REBORN

DANG SHAN CHONG SHENG SHI

World Premiere

Green Screen

Saturday, October 15 | 2:30 PM | Regal Dole

Tuesday, October 18 | 3:00 PM | Regal Dole

Screens with RESTORING THE LIGHT

China, South Korea 2011 | Mandarin, Tibetan with English subtitles | 57M

DIRECTOR: Chuljay Lee

WHEN THE MOUNTAINS WERE REBORN follows East Himalayan locals Yang Xuerong and Baimawuxue as they attempt to reconcile the toll that traditional customs and modern infrastructure have taken on the environment. Director Chuljay Lee skillfully captures the beautiful landscapes of Laojun Mountain and Meili Snow Mountain, as well as the depth of his two heroes, whose struggles to divert environmental deterioration are at odds with the culture in their souls.

The 31st Hawaii International Film Festival presented by Halekulani will feature 212 films from 43 different countries and will be held at the Regal Dole Cannery Stadium 18 Theatres & IMAX from October 13-23. Tickets are on sale now to HIFF Ohana members and the general public. General admission tickets are available for \$12 or \$10 for students, seniors, children, and military. Tickets may be purchased in person at the guest services desk at Regal Dole Cannery Stadium 18 Theatres & IMAX or by phone at (808) 447-0577.

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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