

FOR IMMEDIATE RELEASE

Global Lens Goes Digital in Collaboration with Emerging Pictures

Global Lens 2007 to reach more U.S. cities using Emerging Pictures digital network

San Francisco, CA – March 26, 2007 – The Global Film Initiative will expand its ability to offer exceptional narrative films from developing countries in more U.S. cities through an agreement signed today with Emerging Pictures. Beginning next month, GFI and Emerging Pictures will offer venues the opportunity to screen Global Lens 2007 using digital technology.

“Up to now we have been limited by the costs and logistics of screening only 35mm film. This agreement unlocks those handcuffs,” says GFI Executive Director, Kristin Wiederholt. “In theory, we could now screen a film simultaneously in 20 different locations.”

Global Lens 2007 will be presented in Emerging Picture’s network of digital venues across the United States, Emerging Cinemas. To date, the following Emerging Cinemas venues have programmed the series into their schedules:

Theater N – Wilmington (DE)
Capawock Cinema – Martha’ Vineyard (MA)
Cinema Paradiso – Ft.Lauderdale (FL)
Lake Worth Playhouse – Lake Worth/Palm Beach (FL)
Tropic Cinema – Key West (FL)
Imperial Theater – Augusta (GA)
Endless Mountains Theater – Scranton (PA)
The Raue Center for The Arts – Crystal Lake (IL)

In addition to public screenings, Global Lens has an accompanying educational program for high school students. EP venues will support that program by offerings free screenings for high school students.

Emerging’s President, Giovanni Cozzi, says, “Digital cinema technology is making it possible to bring more programs to communities that have until now have had limited choices due to the high inefficiencies of the traditional 35 mm print distribution. We are pleased to add the Global Lens 2007 series to our offerings, and fully support GFI’s mission.”

The Global Film Initiative

[The Global Film Initiative](http://www.globalfilm.org) is a U.S.-based, 501(c)3 organization specializing in the acquisition, distribution and support of independent film from the developing world. Founded in 2002 with the mission of promoting cross-cultural understanding through the universal language of cinema, each year the Initiative awards numerous grants to deserving filmmakers from around the world, and supports a touring film series entitled Global Lens. For more information about the Global Lens film series and Global Film Initiative programs, please visit: <http://www.globalfilm.org>.



About Emerging Pictures

[Emerging Pictures](#) is a filmed entertainment company for the digital age. The use of digital technologies creates cost efficiencies in distribution and exhibition that will enable Emerging Cinema outlets to present specialized content such as international film festival presentations, first run independent/international films, high definition productions of concerts, operas, live theater, documentaries, as well as children's and other educational programs.

Contact:

The Global Film Initiative

Kristin Wiederholt

415-934-9500

pr@globalfilm.org

Emerging Pictures

Joy Pereths

212 -245-6767

joy@emergingpictures.com

###