



NEWS RELEASE

## **GLOBAL FILM INITIATIVE INKS DISTRIBUTION DEAL WITH FIRST RUN FEATURES**

Wednesday, May 26, 2004 — The Global Film Initiative, the U.S.-based charitable foundation dedicated to cross-cultural understanding through cinema, has created a distribution collaboration with First Run Features for Initiative titles in home video; television and cable; and theatrical and semi-theatrical markets.

The announcement was made by Initiative Chairperson Susan Weeks Coulter and Executive Director Holly Ornstein Carter in Los Angeles on the opening night (May 25) of the Initiative's 10-film touring show, *Global Lens: New Cinema from the Developing World*, at the Roy and Edna Disney CalArts (REDCAT) Film and Video Series in Los Angeles.

Each year, the Initiative acquires films from countries in Central and South America, Africa, the Middle East, and Asia, and distributes them in the *Global Lens* series. First Run will represent the titles from each of the annual series for five years, up to and including the *Global Lens* offerings in 2008. The Initiative will hold the copyright on all films. Bookings in venues after the initial tours will be handled by First Run Features (<http://www.firstrunfeatures.com/>). After the theatrical runs, First Run will release titles to the home video market.

"Working with First Run Features will help ensure that the Global Film Initiative's remarkable films reach American audiences in multiple ways," said Coulter. "With First Run doing what it does best — distribution — the Initiative can concentrate on our mission of supporting and acquiring the best films from the developing world for our *Global Lens* touring series as well as broadening the series' audiences."

"The Initiative will be branded alongside the First Run Features logo in all packaging and advertising, creating what we know will be a dynamic collaboration in bringing new visions and stories to America," said Carter.

The Initiative, founded in 2003, tours *Global Lens* in partnership with regional cultural institutions

across the country. The first and still current 2004 tour began at the Museum of Modern Art's Gramercy Theater with a two-week run. Since then, Global Lens has been shown at the Denver Film Society in Colorado, Walker Art Center in Minneapolis, California Film Institute in San Rafael, Cleveland Art Institute in Ohio, Museum of Fine Arts in Boston, Sarasota Film Society in Florida, UW Madison Arts Institute & Cinematheque in Wisconsin, Wexner Center for the Arts in Ohio, Northwest Film Center in Portland, and currently in Los Angeles. After L.A., the series will resume in September at the Gene Siskel Center in Chicago, the Salt Lake City Film Society in Utah, and conclude in October at the Museum of Fine Arts in Houston.

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