



FOR IMMEDIATE RELEASE

## **Global Film Initiative Moves Headquarters From New York to San Francisco**

*Organization, with Film Board members including Pedro Almodóvar and Mira Nair, appoints key new staff*

**San Francisco, CA** – November 15, 2006 – The Global Film Initiative, an international organization focused on promoting cross-cultural understanding by funding and distributing films from developing countries in the United States has moved its offices from New York to San Francisco. The Initiative aims to capitalize on the emerging technologies coming out of the Bay Area, and will continue to seek ways to bring amazing stories to wider audiences in the United States.

“Great storytelling is one of the best ways to share experience and open up new worlds,” Global Film Executive Director Kristin Wiederholt says. “Mass communication has made the world smaller, and yet here in the U.S. it’s hard to imagine the reality of children playing on the India Pakistan border, or an Algerian woman searching for a missing husband. These films remind us that people are living in very different realities every day.”

Chair and Founder of the Global Film Initiative Susan Weeks Coulter says this vital contribution to cultural diversity has been threatened by shifting economic conditions in the areas of film financing and distribution, a situation largely prompted by the international success of the American film industry. “Filmmaking in the developing world has suffered most from these changes; traditional funding sources have all but disappeared and worldwide distribution channels have collapsed. That’s where we come in.”

The Global Film Initiative’s traveling film series, *Global Lens* toured 19 cities in 2006. Approximately twenty-five thousand people attended the films nationwide.

As part of the move to San Francisco, the Global Film Initiative has hired key new staff members.



*New Staff*

**Kristin Wiederholt** is the new Executive Director of the Global Film Initiative. She brings a wealth of experience as a journalist, educator, writer and development worker, as well as a truly entrepreneurial spirit to the job.

**Sheila Cadigan** takes on the role of Director of Acquisitions, Development and Marketing. She has extensive background in film and television programming, marketing and distribution. Sheila is also a founding board member of Women in Film.

**Santhosh Daniel** is the new Director of Granting, Logistics and Strategic Technologies. He adds to the team expertise in editorial content, public outreach and web-based communication.

The Global Film Initiative's new address is 444 De Haro Street, #124, San Francisco, CA 94107. The New York office will close its doors at the end of November.

***The Global Film Initiative***

The Global Film Initiative is a non-traditional distributor specializing in independent films from the developing world. The Global Film Initiative was created to promote cross-cultural understanding through the universal language of cinema during a time of great change throughout the world. The Global Film Initiative offers grants each year to filmmakers and brings outstanding films to U.S. audiences through a 16-18 city theatrical release entitled *Global Lens*. *Global Lens* is supported by an educational outreach program to high school students. The Global Film Initiative is a 501(c)3 organization based in San Francisco. See [www.globalfilm.org](http://www.globalfilm.org) for more information.

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