



MILL VALLEY
FILM FESTIVAL

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Continuing Green Initiatives at the California Film Institute

CFI, with leadership from Pacific Gas & Electric, uses the power of film to continue generating awareness of sustainability issues

SAN RAFAEL, Calif. (September 15, 2009) — The California Film Institute, which operates the Smith Rafael Film Center and the Mill Valley Film Festival, is proud to enter the second year of their three-year **Green Initiative** campaign. Partnering with Pacific Gas and Electric Company, the 2009 efforts focus on continuing to reduce CFI's overall carbon footprint, while asking audiences to take part. "Our goal is to use the power of film to create awareness of sustainability issues that affect all of us," said Mark Fishkin, CFI executive director and founder.

At this year's Mill Valley Film Festival, guests will be asked to do their part towards "greening" the event with action items such as bringing their own reusable water container, refusing plastic shopping and food bags, and eating and staying with locally-owned merchants. Other key components of the Green Initiative include:

- **Programs**
 - Environmental Youth Conference, featuring environmentally-focused films and guests
 - Year-round screenings at the Smith Rafael Film Center, including socially-conscious films
 - Active Cinema Program at the Mill Valley Film Festival
- **People**
 - Green community partnerships for venues and events
 - Sustainability education for CFI staff, volunteers and audiences
- **Facilities**
 - **Green Business Certification** at CFI's offices and the Smith Rafael Film Center
 - **PG&E's ClimateSmart™** program at our office and theaters
 - On-site recycling and composting programs
 - Locally-produced organic food and wine at events

"We're proud to help bring the Mill Valley Film Festival to our customers in Marin and the Bay Area

through PG&E's sponsorship. Supporting great events like the Festival reflects PG&E's commitment to enhancing the quality of life in our communities -- a commitment that extends from providing safe, reliable service to offering one of the nation's cleanest utility energy supplies," said Peter Darbee, chairman, CEO and president of PG&E Corporation.

The Mill Valley Film Festival is also making a concentrated effort this year to increase recycling and composting at all of their film screenings and special events, with designated "green stations" to be set up at most venues. Parties will feature either washable or compostable dishware and notable local, organic partners such as Whole Foods Market, Peet's Coffee & Tea, Delicious Catering, and Star Route Farms.

California Film Institute

The California Film Institute celebrates and promotes film as art and education through the presentation of the Mill Valley Film Festival and year-round exhibitions at the Christopher B. Smith Rafael Film Center, and by building the next generation of filmmakers and audiences through CFI Education. For more information visit cafilm.org or call 415.383.5256.

32nd Mill Valley Film Festival

Presented by the California Film Institute, the 32nd Mill Valley Film Festival runs October 8–18, 2009 at the CinéArts@Sequoia (25 Throckmorton Avenue, Mill Valley), Christopher B. Smith Rafael Film Center (1118 Fourth Street, San Rafael) and other venues throughout the Bay Area. Tickets are \$12.50 (CFI Members, \$10) unless otherwise noted and are available for purchase on September 20–23 for CFI members only, and beginning on September 24 for the general public. Regular tickets may be purchased online at mvff.com. For additional information, please visit mvff.com or call 877.874.MVFF.

Sponsors

As a nonprofit arts organization, MVFF relies on the generosity of its community to sustain not only the festival, but also the year-round programs of the California Film Institute. The invaluable support of our sponsors, foundation, and individual donors ensures our continued success as we celebrate our 32nd year. CFI is once again proud to acknowledge the leadership support of Christopher B. and Jeannie Meg Smith, and the continued major support of the Bernard Osher Foundation, the Gruber Family Foundation, Jennifer Coslett MacCready, the William and Flora Hewlett Foundation, the Academy of Motion Picture Arts and Sciences, the Marin Community Foundation, the Zecca Foundation, and the National Endowment for the Arts. We are also fortunate to have the continued contributions of the following Major Sponsors of the Mill Valley Film Festival: Qantas Airways, Maroevich, O'Shea & Coghlan Insurance Services, Frantoio Ristorante and Olive Oil Co., Zaentz Media Center/Wareham Development, Pacific Gas & Electric Company (PG&E), and CFI Membership Sponsor, Wells Fargo. Longtime friend and dedicated supporter of the festival, Bellam Self Storage & Boxes, is also returning as a major sponsor, and will be receiving this year's Distinguished Sponsor Award.

This release and other press materials are available at <http://filmmakers.mvff.com>.
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