

FOR IMMEDIATE RELEASE
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A NIGHT OF INDEPENDENT FILM PRESENTS “LOCATION, LOCATION”

Reading, PA – A cynical Hollywood director scouting locations for his next film is surprised to find that one town’s community pride, quirky characters and awesome locations are just what he needs to create the perfect picture. That’s the premise of “*Location, Location*” produced by the Greater Reading Film Commission (GRFC) and premiering as the next selection of “A Night of Independent Film” at the R/C Reading Movies 11 & IMAX, 30 N. 2nd St., on Sunday, Oct. 3 at 2 p.m., presented by the Greater Reading Film Festival (GRFF.)

Admission to the premiere screening is free, and will be hosted by GRFF Festival Director Chris Cannon. The debut will be followed by a special post-film reception at the Goggleworks Center for the Arts, 201 Washington St., at 3 p.m., hosted by GRFC Chairman Santo D. Marabella. Tickets to the reception are \$20, and both events are open to the public. Tickets for both events will be available at the R/C Theatres and online through Fandango (www.fandango.com) beginning Aug. 24.

“We are thrilled to partner with the GRFC on this endeavor” stated Cannon, also the Berks Arts Council’s executive director. “We believe this relationship will foster great results. I’m excited about the opportunity this film can provide to showcase our community, and hope this film will gain more exposure for Greater Reading as a viable location for filmmakers to create and work.”

Shot on location in and around Greater Reading during the summer of 2010, “*Location, Location*” features the acting talents of several Reading-based performers, including Michael Constantine. The high production values of the film serve to showcase the artistic talents of many local actors, directors, writers, producers and editors. The production was financially supported by legislative grants, community organizations and local businesses. The film’s goals are to introduce filmmakers to the distinctive and diverse locations of Greater Reading, and to expand the economic opportunities local filmmaking provides to the area.

“The community’s support of this production has been overwhelmingly positive. Our experience confirms that Greater Reading has the resources and the resolve to amply host an array of film and digital media projects in the years to come” noted Marabella, also the film’s writer/producer. “The many volunteers—from our producer and GRFC member Tracy Schott, to all the cast members and production assistants—made this production possible because of the contributions of their time and talent. That’s nothing new in Greater Reading—volunteers have always been a pillar of energy and generosity in my experiences of living and working in this community.”

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Sponsoring the premiere event are Sweet Street Desserts, R/C Reading Movies 11 & IMAX, GoggleWorks Center for the Arts and the Berks Arts Council. The Greater Reading Chamber of Commerce, Greater Reading Convention & Visitors Bureau, City of Reading, All Together Art, GoggleWorks Center for the Arts, Berks Arts Council, Berks Economic Partnership and Boscov's Stores, Inc. are organizational members supporting the work of the Greater Reading Film Commission.

For more information about this special screening, visit www.readingfilmfestival.com, or call 610-898-1930.

The Greater Reading Film Commission promotes the region as a location for film, TV, and digital media projects, facilitates production by connecting filmmakers and producers with locations, resources and services in the region, and cultivates the development of a regional film industry...GRFC is Making Movies Happen!

The Berks Arts Council presents the Berks Jazz Fest, Bandshell Concert Series, the Pagoda Awards, Greater Reading Film Festival, the Pennsylvania Partners in the Arts Re-Granting Program and provides art exhibition and marketing opportunities for member artists. Visit www.berksarts.org for more information.

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