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<http://www.wmfva.org>

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### WMFVA BRINGS HOLLYWOOD TO WEST MICHIGAN FOR GALA SCREENING EVENT

Grand Rapids, Mich. - The screening of a locally made film starring Oscar-winning actor Ernest Borgnine provided the perfect kick-off event for the West Michigan Film & Video Alliance (WMFVA), a new non-profit group dedicated to promoting the region's burgeoning film community.

"Barn Red," a full-length feature shot on high-definition digital video by Traverse City filmmaker Richard Brauer, was shown Thursday, Jan. 20, to over 200 audience members at Celebration Cinema (corner of Knapp and East Beltline). Shortly after the film screening, audience members were able to address acclaimed film star Ernest Borgnine and Traverse City filmmaker Rich Brauer during an on-stage question and answer session. A members-only reception followed to honor the filmmaker and star took place in the Celebration Cinema Wave Room.

WMFVA spokesperson Deb Havens said, "Our purpose was to introduce the Alliance to the West Michigan region and beyond and kick off a year of events dedicated to promoting a thriving film and video production community. We want to thank our sponsors, our members, and land use advocates who support the conservancy message of "Barn Red" for a most memorable evening in honor of filmmaking and our special guests!"

Mr. Borgnine stimulated major news coverage of the event, with special TV, radio, and print interviews; 226 people attended the screening at Celebration Cinema. Many attendees from local land use organizations, as well as fans of film and of Mr. Borgnine paid a minimum ticket price to view the film screening; the Alliance registered 134 paid memberships, which entitled the member to special access to the celebrity reception.

One very special moment occurred just before the evening concluded. Because Mr. Borgnine's 88<sup>th</sup> birthday was to be celebrated just four days later, WMFVA members provided him a surprise birthday cake. Mr. Borgnine cut the cake while members joined in a chorus of "Happy Birthday!"

Major TV and print media covered the event, and interviews with Mr. Borgnine appeared on WZZM-TV Channel 13 "Live at Five" show, as well as their nightly news. WOOD-TV 8 featured the Borgnine appearance during their evening news segments. The event generated generous contributions from local sponsors, including the Amway Grand Plaza Hotel of Grand Rapids. Filmmaker Rich Brauer commented that Ernie especially liked the elegant room, and "that GR really rolled out the red carpet." The West Michigan Film & Video Alliance will sponsor a celebrity gala annually.

#### 2005 GOALS

- Attract and retain production work in West Michigan
- Develop and support the production community

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**MISSION**  
*To promote a thriving  
film and video production  
community in West Michigan*

## SPONSOR PAGE

The WMFVA wishes to thank the following sponsors for their support during the January 20<sup>th</sup> gala event:

### AMWAY GRAND PLAZA HOTEL

Rooms for the Ernest Borgnine party in the most elegant hotel in Grand Rapids!

### BLUE WATER TECHNOLOGIES

Gold Level contribution of the Digital Lightning video projector and the provision of several staff for setup -- absolutely critical to making the large-screen projection a success.

### CELEBRATION CINEMA

Price break for the Wave Room reception plus the theater to screen the film, worked tirelessly with us on special HD requirements, and provided us the conference room for the press conference.

### DIGITAL VIDEO SYSTEMS

Gold Level contribution and major commitment of supplies and staff.

### FLETCH CHICAGO

HDCAM Sony Player for the screening made it possible for West Michigan filmmakers to see the film in a technology that created significant excitement about our event.

### FULVEW PRODUCTIONS Grand Rapids, Michigan

Created a promo on behalf of the West Michigan Film Video Alliance

### GOODRICH QUALITY THEATERS, INC. Grand Rapids, Michigan

Bronze Level contribution

### LAWRENCE PRODUCTIONS, INC. Grand Rapids, Michigan

Bronze Level contribution

### LOWING LIGHTING AND GRIP Grand Rapids, Michigan

Set up lighting for our press event and won us several compliments from news pros!

### TAPE CENTRAL Troy, Michigan

Financial contribution