



**FOR IMMEDIATE RELEASE**  
September 12, 2011

MATRIX:MIDLAND presents:

**What:** MATRIX:MIDLAND Cinema – Fall 2011 Schedule

**Where:** Lecture Room, Midland Center for the Arts, 1801 W. St. Andrews Rd.,  
Midland, MI 48640

**Cost:** \$6 per movie | \$8 for LUNAFEST

**Information:** Call Ticket Office at (989) 631-8250 or (800) 523-7649 or [www.mcfta.org](http://www.mcfta.org)

**Find this on our website:** <http://www.mcfta.org/SpecialEvents.html#film>

MIDLAND - MATRIX:MIDLAND of Midland Center for the Arts announces its fall Cinema line-up, featuring three contemporary films: *POM Wonderful Presents: The Greatest Movie Ever Sold*, *Queen to Play*, and *The Double Hour*. Admission is \$6 at the door or in advance at MCFTA Ticket Office (989)631-8250. Films will be shown in the Lecture Room of MCFTA, 1801 W. St. Andrews Rd., Midland, MI. Enjoy this intimate theater environment providing quality projection and surround sound. Located on the lower level of MCFTA; use the stairway next to the Ticket Office. Complete film descriptions are available online at [mcfta.org](http://mcfta.org).

Additionally, there will be a special screening on October 22 of **LUNAFEST** – a collection of short films by...for...and about women – in the Little Theatre. Presented in collaboration with Shelterhouse, recognizing October as Domestic Violence Awareness Month. Tickets for LUNAFEST are \$8.

Sponsored by the MATRIX:MIDLAND Festival, the MATRIX:MIDLAND Cinema fall season offers contemporary films featuring the exceptional talents of American and international writers, directors and actors. Award-winning artistic, foreign language, comedic and dramatic films that are not usually seen in wide release, but have received critical acclaim, are presented.

<b><i>POM Wonderful Presents: The Greatest Movie Ever Sold</i></b>	USA 2011; Rated PG-13	September 16, 17 & 18
<b><i>Queen to Play</i></b>	France 2009; Not Rated	September 30, October 1 & 2
<b>LUNAFEST</b>	US/Canada	October 22
<b><i>The Double Hour</i></b>	Italy 2009; Not Rated	November 4, 5 & 6

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***POM Wonderful Presents: The Greatest Movie Ever Sold***

**Friday, Sept. 16 & Saturday, Sept. 17 • 7 pm | Sunday, Sept. 18 • 3 pm**

Boundary-pushing Oscar-nominated filmmaker Morgan Spurlock (*Super Size Me*) explores the world of product placement, marketing and advertising. In this eye-opening documentary, follow the filmmaker as he convinces high-profile sponsors to let him pitch their products as "The Greatest" while still maintaining control over his creative vision. Selected for the 2011 Sundance Film Festival. USA 2011; 88 minutes; Rated PG-13.

<http://www.sonyclassics.com/pomwonderfulpresentsthegreatestmovieeversold/>

***Queen to Play***

**Friday, Sept. 30 & Saturday, Oct. 1 • 7 pm | Sunday, October 2 • 3 pm**

Oscar winner Kevin Kline (*A Fish Called Wanda*, *The Ice Storm*) and the luminous Sandrine Bonnaire (*Vagabond*, *La Cérémonie*) square off in this stylish and sophisticated dramedy of newfound passions and mid-life triumphs, set on the postcard-perfect isle of Corsica. Chambermaid Hélène discovers a love for chess and seeks the tutelage of an American doctor (Kline, in his first French-speaking role) – a liaison that transforms both their lackluster lives. France 2009; 97 minutes; French with English subtitles; Not Rated.

<http://www.zeitgeistfilms.com/queentoplay/>

**LUNAFEST**

**Saturday, Oct. 22 • 7 pm**

**Little Theatre**

A national traveling festival of short films by...for...and about women. Filled with stories of reflection and whimsy, hope and humor, grace and perseverance, LUNAFEST films are renowned for celebrating the talents and stories of women. From quirky animation to touching documentaries, the 9 selected films are incredibly diverse in style and subject matter. Presented in collaboration with Shelterhouse, recognizing October as Domestic Violence Awareness Month. US/Canada; 110 minutes; Not Rated.

[www.lunafest.org](http://www.lunafest.org)

***The Double Hour***

**Friday, Nov. 4 & Saturday, Nov. 5 • 7 pm | Sunday, Nov. 6 • 3 pm**

What starts as a wary flirtation blooms into desperate passion until a single, shocking incident threatens to destroy the salvation that Sonia and Guido have found in each other. *The Double Hour* is at once a stark romance, a psychological thriller and a story about possibilities. This entertaining suspense yarn was a winner of 3 awards at the 2009 Venice International Film Festival. Italy 2009; 96 minutes; Italian with English subtitles; Not Rated.

<http://www.samuelgoldwynfilms.com/>

MATRIX:MIDLAND presents professional, world-class entertainment to the mid-Michigan region. For over 30 years, Matrix has hosted an extraordinary schedule of cutting-edge entertainment including cinema, music, comedy, family programs, world-renowned authors and more.

Midland Center for the Arts, Inc. is a non-profit, tax-exempt corporation formed under the laws of the State of Michigan incorporating six groups: Alden B. Dow Museum of Science and Art, Center Stage Theatre, MATRIX:MIDLAND, Midland County Historical Society, Midland Symphony Orchestra, and Music Society – Choral. Activities at Midland Center for the Arts are supported in part by the Michigan Council for Arts and Cultural Affairs, a partner agency of the National Endowment for the Arts. For the latest Center news, visit our web site at [www.mcfta.org](http://www.mcfta.org).

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