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**FOR IMMEDIATE RELEASE**

September 23, 2010

MATRIX:MIDLAND presents:

**What: LUNAFEST Film Festival**

**When: Sunday, Oct. 10 • 3 pm**

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

**Cost: \$10**

**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#lunafest>

MIDLAND – The fall series of MATRIX:MIDLAND Cinema includes **LUNAFEST**, a national traveling festival of short films by...for...and about women. This special screening is cosponsored by Shelterhouse in recognition of Domestic Violence Awareness Month in October. LUNAFEST takes place October 10 at 3 pm in the Little Theatre of Midland Center for the Arts, 1801 W. St. Andrews Rd., Midland. Enjoy refreshments in the Brick Lobby and the opportunity to discuss the films immediately following the presentation. Admission is \$10 at the door or in advance at MCFTA Ticket Office (989)631-8250 or at [www.mcfta.org](http://www.mcfta.org). Complete LUNAFEST film descriptions are available online at [www.lunafest.org](http://www.lunafest.org).

LUNA, the makers of a nutrition bar for women, provides national exposure for emerging female film makers, through LUNAFEST. LUNAFEST promotes women filmmakers, raises awareness for women's issues, and supports worthy women's nonprofit organizations throughout the U.S. and Canada. 100 percent of all proceeds are donated to charity – 15 percent to the Breast Cancer Fund and the remaining 85 percent of proceeds go directly back to hosting community organizations.

"We're excited to work with MATRIX:MIDLAND Cinema at Midland Center for the Arts to bring LUNAFEST to Midland during Domestic Violence Awareness Month in October," remarks Sharon Mortensen, Director of Shelterhouse. "LUNAFEST will be a meaningful way to celebrate the strengths of women with these special films by, for and about women. Shelterhouse's tag line is empowering and educating to eliminate domestic and sexual violence and this event provides an opportunity to both empower and educate."

Adds Kimberlee Bruce, Director of Programs and Client Services at Shelterhouse, "We're bringing these award-winning films to this area to highlight our agency's vision of 'healthy relationship, strong families and safe communities.' LUNAFEST will be a fun and positive event for the whole community. We especially appreciate partnering with MATRIX:MIDLAND Cinema as a new and meaningful way to draw attention to the strengths of survivors and the work our community does to support them."

LUNAFEST has a legacy of featuring notable and up-and-coming women filmmakers. From accomplished filmmakers and aspiring indie starts, to amateur filmmakers and film students, LUNAFEST looks at films from around the globe. The selected films will be shown at over 150 venues and viewed by more than 20,000 people in communities throughout the U.S. and Canada. Additionally, LUNA awards all selected filmmakers with \$1,000.

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. Films include many titles off the traditional "festival circuit." From comical animation to hard-hitting documentaries, LUNAFEST films captivate audiences, compel dialogue and arm those who participate with both the knowledge and the motivation to make a difference in their communities.

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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