

PRESS RELEASE

July 28, 2010

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CineSol Film Festival www.cinesol.com

5TH ANNUAL **CINESOL 36 HR. FILM RACE** ANNOUNCES REGISTRATION *36-HR. FILMMAKING CHALLENGE*

Harlingen, Texas (Rio Grande Valley) – The **CINESOL 36 HR. FILM RACE**, a 36-hour filmmaking competition, has announced its dates and early registration for entries for the 5th Annual Event for the South Texas Region. **CINESOL 36** is the first competition of its kind in the U.S., and will take place Labor Day Weekend September 3rd – 5th in the Rio Grande Valley. Both novice and seasoned filmmakers will have the chance to compete in this fast paced movie-making contest. Participants, whose completed movies must be no more than ten (10) minutes long, will have their movies reviewed and judged by moviemaking professionals. The following weekend, September 12, 2010, will be the Official 36 Hr. "**CINESOL BRAVO NIGHT**" as part of the CineSol Film Festival Premiere Weekend. That Sunday, the winning team will receive "**CINESOL 36 – Bravo Award 2010**" title and a cash and industry package. Other Awards and Recognition will be presented including but not limited to:

Audience Choice

Best Director

Best Actor and Best Actress

Best Cinematography

Best Sound

Best Script

Best Art Direction

Best Music

Best Ensemble

Best Under 18's Film - To be eligible for the "**CINESOL 36 – Bravo II Award 2010**", and an industry package. (Two-thirds of the team members must be under 18 years of age).

Participants in this 5th Annual **CINESOL 36 HR. FILM RACE** will plunge into the world's most extreme filmmaking. Filmmakers, musicians, and actors of all ages are invited to take part in **CINESOL 36 HR. FILM RACE**. Interested parties should visit www.cinesol.com. Information and Entry Forms can be downloaded from the site.

"This event will bring the best rookie and experienced filmmakers of the South Texas region for a non-stop weekend of action and fun," says Henry Serrato, **CINESOL** Festival Director. Serrato, who welcomes inquiries from additional sponsors, expects **CINESOL 36 HR. FILM RACE** to draw several hundred competitors to Harlingen during the Kickoff event and more than twice that amount for the **CINESOL "BRAVO NIGHT"** screenings. Early interest in the event has been extremely high. "Harlingen is an ideal place to have the Kick-off event. It's central location will help those film makers from the Upper and Lower Valley meet deadlines for registration, for submitting their entry on time and attending "**BRAVO NIGHT**." says Lupita Gutierrez Garza, Film Race Committee Chair. Gutierrez Garza added, that this year, we have generated some interest from filmmakers as far off as Austin-San Antonio including Corpus Christi, Alice and Kingsville and we hope, to have additional filmmakers from our neighbors to the south (Matamoros and Reynosa). This is promising to be a great year added, Nancy Russell, former CineSol Board Member and Volunteer for the event.

The Harlingen Convention and Visitors Bureau also announced its renewed partnership with CineSol this year. We are proud to announce that we have partnered with CineSol and plan to help grow the event and make this a signature event for the City. CineSol will kick off a series of Cultural Arts events and activities for the City that commence this September and continuing to early part of next year. Nydia Tapia-Gonzales, Executive Director, says we are here to assist those wanting to come from out of town and welcome the Filmmakers to our community. Those wishing additional information of area hotels can contact her office at 956.423-5440.