



CHAMPLAIN COLLEGE

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FOR IMMEDIATE RELEASE

VTIFF LAUNCHES DIGITAL AUDIENCE PARTICIPATION PROGRAM FOR VERMONT FILMS

BURLINGTON, VT (10/22/2015) – Film enthusiasts attending Vermont International Film Foundation’s (VTIFF) upcoming 30th anniversary festival will have a new way to show their support for Vermont filmmakers. Developed in partnership with students at the Emergent Media Center (EMC) at Champlain College, VTIFF is launching a mobile-friendly website feature for filmgoers to vote for their favorite films in the Vermont Filmmakers’ Showcase while simultaneously making a modest donation to support Vermont filmmakers and VTIFF.

The website feature offers users quick access to Vermont Filmmakers’ Showcase film trailers, descriptions, and show times, as well as options to donate and rate these films. As an extra incentive, users who vote for films during the festival will be entered into a prize drawing.

“Champlain College students brought their exceptional talents in the field of creative media development and their utmost professionalism to develop an attractive and easy to use mobile-friendly feature,” says Paula Willoquet-Maricondi, Dean of the Division of Communication and Creative Media at Champlain College and VTIFF board member. “We are thrilled to have this partnership with VTIFF that supports the outstanding work of our students and Vermont Filmmakers.”

Orly Yadin, Executive Director of VTIFF, shares “VTIFF is excited to launch this new audience participation project with the help of the ~~talented~~ enthusiastic design and programming students at Champlain College’s Emergent Media Center. Finding ways to enhance our support of Vermont filmmakers is an area of continued interest for VTIFF and we’re glad to have forged this partnership with the talented students of Champlain College.”

Attend the Vermont International Film Festival October 23 – November 1 in Burlington. For detailed information, please visit vtiff.org. To access the new audience participation feature, visit vtiff.org/festival/vtfilms-voting.

To learn more about the Emergent Media Center, visit champlain.edu/emc. To learn more about the Champlain College Division of Communication and Creative Media, visit ccm.champlain.edu.

About Champlain College:

Since 1878, Champlain College has provided career-focused education to students from its hilltop campus in Burlington, Vt. Champlain's distinctive educational approach embodies the notion that true learning only occurs when information and experience come together to create knowledge. Champlain offers traditional undergraduate and online undergraduate courses, along with online certificate and degree programs and eight master's degree programs. Champlain offers study abroad programs at its campuses in Montreal, Quebec and Dublin, Ireland.

Champlain College is included in the Princeton Review's The Best 378 Colleges: 2014 Edition. Champlain was named a "Top-Up-and-Coming School" by U.S. News & World Report's America's Best Colleges and is ranked in the top tier of 2013 Regional Colleges in the North. For more information, visit www.champlain.edu.

About VTIFF:

The Vermont International Film Foundation (VTIFF) is a cultural non-profit organization whose mission is to enrich the community through film. VTIFF operates year-round and showcases community film screenings, supports programming like the Global Roots Series, the Burlington Film Society and VTIFF For Schools, as well as supporting Vermont filmmakers. VTIFF celebrates its 30th anniversary in 2015. The largest program of the Foundation is the annual Vermont International Film Festival, best known for featuring groundbreaking and independent films from around the world and Vermont. The festival also includes the Vermont Filmmakers' Showcase™, the largest juried selection of Vermont-made films. The 2015 festival runs October 23rd - November 1st 2015, at Main Street Landing Performing Arts Center, and The BCA Center. More information at www.vtiff.org.