

Focus on Film

Relax...

Palm Beach County, Florida Has It Covered.



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FILM FESTIVAL CELEBRATES 15TH YEAR!

May 2010



Festival enthusiasts from all over the world came to Palm Beach County, FL for the 15th annual **Palm Beach International Film Festival (PBIFF)**. During the week of April 22-26, there were close to 100 films including 21 world premieres and over 35 Florida premieres among the chosen features, documentaries and shorts screening at theatres such as the Movies of Delray, Cobb Theatres in



2010 Filmmakers at The Omphoy

Palm Beach Gardens and the Lake Worth Playhouse. Opening night kicked off with the film **Princess Ka'uilani** and the opening night party took place at Delray Beach hot spot **Worthing Place**.

Some of the highlighted events during the PBIFF included the **Silver Screen Splash** at **The Omphoy Ocean Resort** where **Burt Reynolds** was honored with the **Lifetime Achievement Award** and newcomer **Quinton Aaron** from **The Blind Side** was given the **Horizon Award**. The **Student Showcase of Films** took place at **Palm Beach Gardens High School** and proved once again to be an extraordinary opportunity for students to further their budding careers. A screening under the stars of the film **Chicago** took place at the **Ocean Avenue Amphitheatre** in **Boynton Beach**, and educational seminars were held at The Omphoy Ocean Resort and The Lake Worth Playhouse. For more info visit pbiffilmfest.org.



Quinton Aaron and Burt Reynolds

THE HEAT WAS ON AT SPRING BLING #4!



For the fourth year in a row, **Black Entertainment Television (BET)** returned to **Riviera Beach's Singer Island** to film their annual spring break production, **Spring Bling**.

Spring breakers from all over the country came to Riviera Beach for a day of non-stop performances by some of the best hip-hop and R&B performers. Artists such as **Trey Songz** and **Soulja Boy** rocked the crowd and two very lucky audience members were named King and Queen of Spring Bling 2010. The show aired on BET on Friday, April 16 and Saturday, April 17th.

"Riviera Beach has been home to BET's Spring Bling for the past four years. We're always excited to return because of the wonderful people and beautiful beaches," said **Eugene Caldwell**, VP of Production, BET Networks. Special thanks to all the agencies and individuals who made this fourth trip a success! For info visit BET.com.



BET Spring Bling 2010

FLORIDA CREATES TAX CREDIT INCENTIVE



Florida is re-positioning itself as a force to be reckoned with when it comes to attracting productions. New legislation of \$242 million in transferable tax credits will induce over \$1.2 billion in direct spending by productions choosing Florida for film, TV and digital media projects. Florida will now have a five year transferable tax credit program instead of the current cash rebate incentive program. Other key provisions include an annual cap on total credits of \$53.5M for fiscal year 2010-2011, \$74.5M for fiscal year 2011-2012, \$38M for fiscal years 2012-2013, 2013-2014, and 2014-2015, an increase in the base incentive amount from the 15% to 20% for major film, TV and digital media productions and an increase in the family-friendly project enhancement from 2% to 5%.

"The recovery and long-term health of Florida's economy is closely tied to the ability to attract and retain high-wage jobs and innovative industries in Florida," said **Governor Charlie Crist**. The State Film Office is already working on the new guidelines, applications and FAQs that will be uploaded to filminflorida.com.



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'SHOP LAUGHING' DEBUTS ONLINE



The "Spin Man" **Tom Madden** of **TransMedia Group** in **Boca Raton** has created **Shop Laughing**, the first home shopping show with an entertainment kicker he likens to American Idol meets QVC. "While TV hosts ooze with gleeful enthusiasm and an almost terminal next-door neighborliness, the home shopping genre hasn't evolved much," said Madden. *Shop Laughing* features performers in between shopping segments for funny items like wallets that open by fingerprint. Meanwhile amateur singers, dancers and comedians compete for viewers' text votes.

TransMedia Entertainment, a division of Madden's International PR firm, TransMedia Group launched *Shop Laughing* on May 1st. It launched online at shoplaughing.com and shoplol.net. Madden also writes books like "Spin Man" praised by Dick Clark and Regis Philbin as a funny look inside the PR biz. The pilot show was taped at **WXEL** in Boynton Beach. For more info call 561.750.9800.

CAR AUCTION ROLLS INTO PALM BEACH!



The 8th annual **Barrett-Jackson Palm Beach Car Auction** at the **South Florida Fairgrounds** in **West Palm Beach** boasted some pretty successful numbers for their event in April. More than 55,000 people attended, and over 400 collector cars and customs sold at no-reserve with a 2011 Chevrolet Corvette Z06 Carbon Limited Edition taking the top sale at \$297,000. **Commissioner Burt Aaronson** even declared March 27-April 3, 2010 as "Barrett-Jackson Collector Car Auction Week" in Palm Beach County.



"We had an outstanding event! The high level of interest by enthusiasts in Florida and along the East Coast is the reason the Palm Beach auction continues to grow. We're creating a destination event in Palm Beach County that has something for everyone," said **Craig Jackson**, Chairman/CEO of Barrett-Jackson. **The SPEED Channel** televised 23.5 hours of live, high-definition coverage. For more information visit barrett-jackson.com.



Barrett-Jackson Palm Beach

JFK BUNKER WELCOMES RADIO EVENT!



The Annual International Amateur Radio DXpedition event will be held on **Peanut Island** on May 29th and 30th, in order to honor John Fitzgerald "Jack" Kennedy's birthday. The event will draw communications to the island from amateur radio commonly known as hams, during the 24-hr. event.

The public is encouraged to participate in the event by traveling to the island via transportation provided by the US Coast Guard to interact with the special radio communications operators. Tours will be held for the public of the retired Coast Guard Station and the Boat House. For more info call 561.746.7421.

BOCA ATTORNEY STARS ON BRAVO TV



Hillel Presser

Bravo's hit TV Show, *The Millionaire Matchmaker* selected Palm Beach County's own, **Hillel Presser** to star in a recent episode! As the founding member of Presser & Goldstein, LLC in Boca Raton, Presser has enjoyed much professional success, but needed assistance finding love. Enter **Patti Stanger**, matchmaker extraordinaire, who flew Presser to L.A. where she hand-picked 30 potential matches. Presser took one of the ladies on a date, but ultimately decided they were better off as friends. Today, Presser is dating someone he met locally, but is grateful for the experience.

Boca Raton is mentioned many times throughout the 30-minute show. The episode aired last month, but check your local listings for new air dates. *Millionaire Matchmaker* airs every Tuesday 10/9c on Bravo. For more information visit bravotv.com.



MAJOR FORCES JOIN TO CREATE THE HOTTEST MOTORCYCLE PROGRAM IN 2010



Vinnie DiMartino and **Cody Connelly** from V Force Customs have joined forces with motorcycle greats **Joe** and **Chase Capiotti** of **2Xtreem** and **Will Kenefick** and **Jeff Lindaman** of **Retro Superbike**. Together they have created **Throttle Junkies**, an exciting new program about motorcycles. The show will take fans to the core of motocross, sport/performance bikes, cruisers and everything in between. Viewers will recognize Joe and Chase Capiotti from five years of 2Xtreem TV, which was produced in PBC.

The team's first collaborative bike build was inspired by Juan Pablo Montoya's #42 Target Chevrolet NASCAR. The custom bike was presented to Formula One and NASCAR great Juan Pablo Montoya to auction off for his charity, the Formula Smiles Foundation. *Throttle Junkies* reaches 140 million households and can be seen nationwide on stations including Cox Sports and CW West Palm. Check your local listings for air dates. For info visit throttlejunkiestv.com.



Custom bike for Juan Pablo Montoya

AUDI TRAINING VIDEO SHOOTS IN DELRAY



Multi Image Group (MIG) in **Boca Raton** was recently hired by **Audi** to make a new training video/instructional DVD. The crew shot on the dirt road located in front of the **Morikami Museum and Japanese Gardens** in **Delray Beach**, MIG Studios and at a private home.

"Filming in Palm Beach County is always a pleasure. We were able to find a location that looked on film like it could have been anywhere in the U.S.," said **Ashley Amaral**, **MIG Production Assistant**. For more information about MIG please visit mig.cc.



Morikami Museum and Japanese Gardens

HOLLYWOOD VETERAN HONORS STUDENTS AT STUDENT SHOWCASE OF FILMS



Damon Weaver
interviewing
Burt Reynolds

For the second year in a row, world-renowned actor and Jupiter native **Burt Reynolds** made a special appearance at this year's **15th Annual Student Showcase of Films (SSOF)**. A crowd of more than 800 students gave a standing ovation to the living legend, as gave advice to the aspiring student filmmakers in the audience. He also presented a \$5,000 Burt Reynolds scholarship to G-Star School of the Arts student **Paul Halluch**. Canal Point Elementary student, **Damon Weaver**, famous for his interview with **President Obama**, came to the SSOF, conducted interviews on the red carpet including one with Burt Reynolds, and presented the Commercial/PSA Award to Spanish River High School students, **Jared Mizel**, **Jordan Greenstein** and **Adam Greenstein**. Other notable winners included **Alexander Mitchell** from Suncoast High School who won the Sara Fuller Scholarship and **David Harrison** from DASH who won 3rd Place in the High School Feature category for the second year in a row. The 2011 SSOF poster was also unveiled, and creator **Hailey Mears** from Seminole Ridge High School won \$1,000 for her design. **Frank Licari** and **Jesse Furman** of Jupiter's **The Jove Improv** served as emcees of the show featuring an opening act that spoofed Lady Gaga and had the audience in hysterics. The band, **Ladies and Gentlemen**, headed up by **Smitty** from **103.1 The Buzz** played on stage and welcomed presenters and award winners. Over \$15,000 in cash prizes and scholarships were awarded. Palm Beach Gardens High School's brand new theatre hosted this year's SSOF. FTC Director of Operations Michelle Hillery promoted the SSOF on many local TV and radio stations including WRPBTV. To view the show, visit wrpbstv.com and click on demand Barry Epstein 4.23.10. To view the official post-event wrap-up visit pbfilm.com or the SSOF Facebook page. To watch the entire show visit Webcast-TV.com/TheStudentShowcaseofFilms.



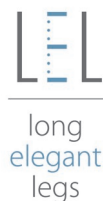
GORGEOUS MODELS POSE IN WEST PALM



LEL Women's Catalog Shoot

Models struck a pose in downtown **West Palm Beach** for the new **LEL (Long Elegant Legs) Women's Catalog**. The company specializes in making clothes for the tall woman who wants to look her best. The catalog will be mailed out in the beginning of August to the United States and Canada. **Simon Dearden Photography** out of Pompano Beach was hired to shoot the catalog.

"Shooting in West Palm Beach gave us an international look without leaving South Florida. We we're looking for a sophisticated look and scouted in Miami and Ft. Lauderdale, but ultimately chose West Palm Beach," said **Ron Kordalski**, Creative Director for Long Elegant Legs. The crew stayed at the **Courtyard Airport Marriott in West Palm Beach**. For more information and to view a behind the scenes video of the shoot visit tallwomensclothes.com.



The authority
on fit for the
tall woman."

BANDIT RUN HEADING TO JUPITER



Nearly 100 Pontiac Trans Ams and other muscle cars with their Bandit-like drivers, will be roaring into Jupiter, the hometown of the man who starred as the Bandit in the wildly popular series of movies, **Smokey and the Bandit**, **Mr. Burt Reynolds**. The drivers thunder into town **May 19th**, as part of their annual road trip dubbed the "Bandit Run" sponsored by Restore a Muscle Car.

This will be the first ever trip of the Bandit Runners to see their idol, the Bandit's museum and celebrate their love of the **Smokey and the Bandit** films. Tickets are \$15 at the door. For info visit BRIFT.org.



E! TV SHOWS TO FEATURE PBC



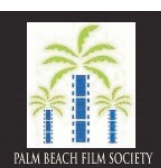
The **E! Entertainment Television** cameras came to **The Omphoy Ocean Resort** in **Palm Beach** to film an episode for the first season of the television show, **Pretty Wild**. One of the stars, **Tess Taylor** stayed at the hotel and all of the action was filmed for an episode that is set to air on E! on **Sunday, May 16 at 10:30pm**. "Having the cast and crew stay at the hotel for close to a week was an excellent experience! 3/4 of the episode was shot at the Omphoy, which we hope will attract new guests and sell the destination of Palm Beach," said **Doug McLain**, Regional Director of Sales & Marketing for Obadon Hotels.

Last month, **Focus on Film** reported that E! Entertainment was also in **Wellington, FL** to film a segment for **Kourtney and Khloe Take Miami**. The Kardashian sisters were filmed at the **International Polo Club**. E! has filmed many other shows in PBC over the years including **Instant Beauty Pageant** and **E! True Hollywood Story**. For more info call 561.233.1000.



The Omphoy Resort

FILM COMPETITION IS HEARING 'VOICES'



South Florida filmmakers were honored during the 8th annual **Voices of Local Film**, during the **15th Annual Palm Beach International Film Festival (PBIFF)**. "Every year Voices of Local Film has grown in the levels of professionalism in our entries, and in the enthusiasm of the entire community for our special showcase," said **Elizabeth Dashiell**, PB Film Society President.

Voices is the only category during the PBIFF which features films made by local, non-student filmmakers. **Director Lawrence Walsh** won the Best Picture award for his film, **Tara**. For info visit pbfilmsociety.org.



2010 Winners

LOCATION SPOTLIGHT: THE LOGGERHEAD MARINELIFE CENTER



Loggerhead Marinelife Center

The **Loggerhead Marinelife Center (LMC)** in **Juno Beach** is the only sea turtle hospital located between Miami and Vero Beach that is open to the public. The 12,000 square feet of state-of-the-art facility, is only steps away from one of the most heavily nested sea turtle beaches in the world. Film crews can experience and witness the thrill of seeing threatened and endangered sea turtles up close and personal in the outdoor sea turtle hospital. The sea turtles that reside at the LMC are patients who are sick or injured and are being nursed back to health by their expert veterinary staff.



The Sea Turtle Archelon

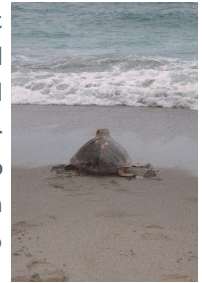
The main exhibit hall houses the world's largest sea turtle, the **Archelon**, a replica skeleton of an ancient sea turtle that roamed our oceans over 65 million years ago. Crew members can look up at this ancient mariner "swimming" in the ocean above their heads as they wander through the exhibit hall. The LMC also features a large learning center overlooking the ocean consisting of both inside and outside meeting areas equipped with dropdown screens to provide ample room for orientations, meetings, and receptions. The learning center is divisible into two separate meeting rooms by an air wall, which is easily pulled across the width of the room.

The beaches surrounding the center are popular breeding ground for loggerheads, leatherbacks, and green turtles. Their staff spends countless hours monitoring nesting females along the beach each spring and summer to advance their knowledge of these amazing creatures. During peak season the museum sponsors guided walks on the beach for visitors. Even your youngest talent will be entertained in the outdoor soft play area, featuring a cast of lovable characters – a sea turtle, manta ray, and



Mural Wall by Guy Harvey

sea star – who are ready for their big break! Get a shot of the beautiful mural wall, created by artist, **Guy Harvey**, featuring a playful representation of undersea life. The LMC has a fully stocked marine-themed gift shop on location as well. The Loggerhead Marinelife Center is one of Palm Beach County's most visited attractions and would make a great backdrop for your next production. For more information please call 561.233.1000.



Sea Turtle

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