

Abu Dhabi, UAE – FOR RELEASE ON FRIDAY, OCTOBER 22, 2010

Family Day Returns to the Abu Dhabi Film Festival

Tomorrow (October 23), the Abu Dhabi Film Festival hosts the second installment of the popular Family Day it initiated last year. Featuring two exciting screenings geared toward young movie-lovers, as well as a packed program of free entertainment, the event once again offers a fun day out for the whole family. Generously sponsored by E-Vision, this year Family Day takes place at the beautiful Abu Dhabi Theater, one of the city's landmark buildings, located on the breakwater with a spectacular view of the Corniche.

"Our Family Day activities are a way of taking the hospitality we offer our invited guests and extending it to our audience, with a particular focus on children," said Eissa Saif Rashed Al Mazrouei, the Festival's Project Director. "As we seek to develop a regional film culture, we want to give everybody a chance to see great films, meet the people who make them and, in some cases, be inspired to become part of the future of filmmaking one day."

"People tend to be surprised when they discover that the classics can be just as fresh and entertaining as new films. It is fantastic that the Festival can be the place for the community to come together and discover that some films never lose their magic. After all, offering local audiences ways of connecting with all the exciting facets of cinema culture is key to our mission," said Peter Scarlet, Executive Director of the Abu Dhabi Film Festival.

"Our support for the Abu Dhabi Film Festival represents our approach to encourage the vibrant film industry as part of our ongoing commitment to promote such significant cultural events. We look forward to yet another year of partnership and great entertainment to delight our viewers," said Humaid Rashid Sahoo, E-Vision's CEO.

The highlights of Family Day are two family-friendly screenings, with children being treated to a whole range of free activities, entertainment and refreshments before and after each program. The first is a selection of animated shorts from all over the world selected from the highlights of this year's Annecy International Animation Film Festival in France, the world's leading showcase of animated films. The second screening features *The Circus* (1928), one of

the funniest films directed by and starring Charlie Chaplin. This classic silent film is presented with a full orchestral score written by Chaplin himself and is sure to delight both children and grown-ups.

Event Details

FAMILY DAY sponsored by E-Vision

Saturday, October 23, 2010, 2:00 p.m. to 7:30 p.m., Abu Dhabi Theater

Screening times:

Best of Annecy Animation Film Festival - 4:00 p.m.

The Circus - 6:30 p.m.

Screening tickets can be purchased online at: www.adff.ae or at Festival Box Offices at the Emirates Palace Hotel, CineStar Cinema Marina Mall and Abu Dhabi Theater.

Please note: Family Day activities are free and open to the public, while screenings are subject to regular ticket prices of AED 10 for children over five years of age and AED 20 for adults. Children two to five years of age are admitted free but must obtain a ticket from the box office, infants are admitted free if they do not occupy a seat.

About E-Vision

E-Vision has been supporting local creative talents and productions in the UAE and has used its nationwide network to promote the best in cinema to its customers. E-Vision is the leading regional source to offer over 300 TV channels, in 21 different languages, ranging from sports to movies, from documentaries to music and kid's channels. E-Vision's product line-up includes 15 premium packages from all the major TV providers like OSN, ART, Pehla, Firstnet, TFC, Pinoy Plus and many more, in addition to the E-Vision Basic package.

ABOUT THE FESTIVAL

The Abu Dhabi Film Festival (formerly the Middle East International Film Festival) was established in 2007, with the aim of helping to create a vibrant film culture throughout the region. The event, presented each October by the Abu Dhabi Authority for Culture and

Heritage (ADACH) under the patronage of its chairman H.E. Sheikh Sultan Bin Tahnoon Al Nahyan, is committed to curating exceptional programs to engage and educate the local community, inspire filmmakers and nurture the growth of the regional film industry.

As the only Festival in the region where works by Arab filmmakers are represented equally in competition with those by major talents of world cinema, the Festival offers Abu Dhabi's diverse and enthusiastic audiences a means of engaging with their own and others' cultures through the art of cinema. At the same time, a strong focus on the bold new voices of Arab cinema connects with Abu Dhabi's role as a burgeoning cultural capital in the region and marks the Festival as a place for the world to discover and gauge the pulse of recent Arab film.

With the generous support of our sponsors: L'Oréal (Official Beauty Partner); Emirates Palace and InterContinental Hotels (Hospitality Partners); Abu Dhabi Airports Company and Abu Dhabi Media Company (Contributing Sponsors); Robert WAN and CineStar (Official Suppliers); Zee Network, Zee Television, MUBI, Radio 1 and Radio 2 (Media Partners).

The Abu Dhabi Film Festival Press Office is at your disposal for any questions and further information. Email press@adff.ae or call +971 2 690 8339 / +971 2 690 8340 to find out more.

General press materials including pictures, biographies and press kits are available on:

<http://www.abudhabifilmfestival.ae/en/press/press-center/>

Password: pressadff2010

The latest pictures taken at the 2010 edition of the Abu Film Festival can be downloaded from our FTP server.

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