

waterfrontfilm.org
ph. 269.767.8765
479 Columbia Ave.
Holland, MI 49423

Contact: Patrick Revere
Media Coordinator
media@waterfrontfilm.org
(616) 308-7573

Waterfront Film Festival Kick-off Party for ArtPrize OnScreen announced for Fri Sept 25

National Act Tony Ferrari to headline with free concert in front of Hub

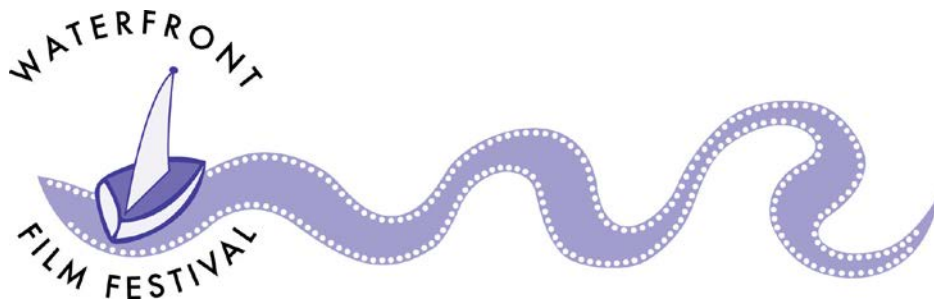
Grand Rapids, Mich., Sept. 17, 2015 – National act and local favorite Tony Ferrari will return to West Michigan for an opening day musical performance to usher in the inaugural collaboration for ArtPrize OnScreen: Presented by Waterfront Film Festival.

The party will begin at 2:30 p.m. on Friday, September 25, outside 61 Sheldon Blvd SE, in front of the Waterfront Film Hub, which is next door to the ArtPrize HUB and adjacent to the pop-up park and child play area on Sheldon Blvd. Admission is free and open to the public. There will be a beer garden, and special celebrity guests will be in attendance.

The free street party will kick off a weekend-long event of film screenings, hospitality highlights, Afterglow parties and other events. VIP passes, tickets and the full schedule are available at WaterfrontFilm.org or via the Waterfront Film 2015 smartphone app available on Google Play and Apple App Store.

Since 1999, Waterfront Film Festival has strived to heighten the profile of the West Michigan culture and arts, and this year is pleased to bring back a friend of the festival, Tony Ferrari, an accomplished and rising talent in the music industry.

Ferrari has independently released two full length albums, both of which debuted in the iTunes charts. His most recent offering, "Gentleman", reached the top 50 on the Pop Charts and catapulted Ferrari into a year-long tour and constant work on his music.



“Growing up is a constant state of transformation, and we really never stop growing up,” Tony said. “Music is perfectly reflective of that. The sounds, the words and the feelings that go into and come out of the music we create will always evolve. But the music I make will always be a direct reflection of me.”

Andrew Martin, a Grand Rapids-based musician with a recently released self-titled album will open the show for Ferrari.

The Michigan Film and Digital Media Office Advisory Council will meet at 1 p.m. Friday inside the Ladies Literary Club, immediately prior to the kick-off party. The meeting is free and open to the public, and allows filmmakers and supporters of the industry to keep up to date on the latest trends, and engage in a conversation about the direction of Michigan film and digital media projects.

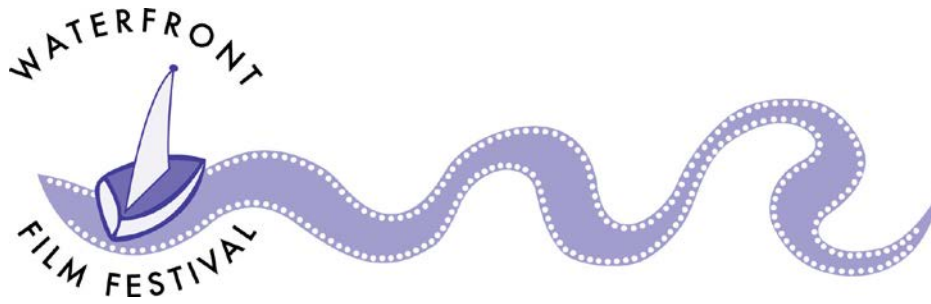
In addition to the music and film lineup, Waterfront also will host a pair of Afterglow Parties at 10 p.m. on Friday Sept. 25 and Saturday Sept 26. It will be attended by visiting filmmakers, celebrity guests, festival sponsors and VIP pass holders. A select number of tickets may be available.

The Friday Afterglow will be held at a private penthouse on Monroe Center with filmmakers & celebrity guests, sponsored by The Gordon Group & Bransco Properties. The Party will follow the 8 p.m. screening of “HoneyGlue” with filmmaker James Bird and stars Adriana Mather and Booboo Stewart in attendance.

On Saturday night the Afterglow will follow the 8 p.m. screening of “Last Days in the Desert” starring Ewan MacGregor, with director Rodrigo Garcia in attendance. Actress Perrey Reeves, who makes an appearance in the short film “Dissonance” also will be in attendance.

Passes and tickets for both Afterglow parties as well as films and other events are available at WaterfrontFilm.org. VIP Film Patron Passes allow the holder early entry to films, as well as access to the festival’s Afterglow parties, the weekend-long celebration in Waterfront’s VIP hospitality hub, as well as invitations to future exclusive events.

ArtPrize OnScreen will be held during the first weekend of ArtPrize, Sept. 25-27, and offer 22 films at The Ladies Literary Club at 61 Sheldon Avenue SE immediately south of the ArtPrize HUB.

**About WaterfrontFilm.Org**

The non-profit Waterfront Film organization has been offering unique film experiences, education and opportunities for the past 17 years. Based in West Michigan, Waterfront Film organization founded and hosts one of the leading destination film festival in the Midwest, regularly hosting Midwest premieres of Academy Award-winning and nominated films. Recognized as a top five film festival by SAG Indie in the Screen Actors Guild magazine, WFF is a volunteer event committed to creating a “middle-coast” venue for independent filmmakers while further enhancing the cultural draw of West Michigan. For more information on Waterfront Film organization visit www.waterfrontfilm.org, “like” us on Facebook at [Facebook.com/WaterfrontFilm](https://www.facebook.com/WaterfrontFilm) and follow us on Twitter at [Twitter.com/WaterfrontFilm](https://twitter.com/WaterfrontFilm)