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For Immediate Release

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2010 Waterfront Film Festival (WFF) Passes and Posters Now on Sale

The four-day festival will take place June 10 – 13

Saugatuck, Michigan, May 3, 2010 – Passes are now on sale for the 12th Annual Waterfront Film Festival, which will be held June 10 – 13, 2010 in Saugatuck, Mich. WFF is also pleased to announce the sale of the 2010 poster specially designed by world-renowned street artist **Ron English**.

WFF is one of the leading destination film festivals in the Midwest, regularly hosting Midwest premieres of Academy Award-winning and nominated documentaries. In 2007, SAGIndie recognized WFF as one of its top five film festivals in the world. This year promises to be another exciting festival.

The four-day festival will screen more than 70 films in five venues over the course of the weekend. Films that will be shown, along with a list of industry professionals slated to attend WFF will be announced at the end of May.

WFF 2009 ticket sales topped 16,000 making last year the best-attended Film Festival since its inception 12 years ago. "We were very happy that so many people were able to come out and enjoy the weekend and see so many of the films. Many people decided to take a mini-stay-cation and celebrated the films and seminars." said Kori Eldean Rentz, one of the co-founders of the event. "We think that people have really wrapped their arms around the filmmaking industry and that there are more people now aware of the opportunities coming to Michigan".

Passes are now on sale and range in price from \$70-75 for a day pass, which provides priority admission to all films and seminars for a single day, to \$500 for a patron pass, which also offers entry to VIP mixers and includes a \$200 tax-deductible contribution.

Filmgoers may also purchase a fast pass for \$300 that gives priority admission to all films and seminars, as well as exclusive entry to Friday and Sunday VIP "meet & mingle" mixers. The \$200 super pass option provides priority entry to all films and seminars for the festival.

The collectable posters are available for advanced sales for \$12 thru May 31, then for \$15 starting on June 1.

Passes and posters can be purchased online at www.waterfrontfilm.org and may be picked up at the WFF headquarters at 347 Water Street in Saugatuck, beginning May 28. Individual tickets will be available during the event, and will go on sale when the full schedule is announced later in May.

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WFF is one of the largest all-volunteer festivals in the Midwest with more than 200 people banding together to make the festival a success.

Sponsors for the 2010 festival include Kodak, National Endowment for the Arts, Michigan Council for Arts and Cultural Affairs and SAGIndie. Media Sponsors include Fox 17 in Grand Rapids and Citadel Broadcasting. Sponsorships are still available. Please contact Dori Depree at Dori@waterfrontfilm.org.

For more information, visit www.waterfrontfilm.org.

About Waterfront Film Festival

Now in its twelfth year, the Waterfront Film Festival, located in Saugatuck, Mich. celebrates independent film and filmmakers in a noncompetitive environment. WFF is committed to education and features seminars designed to encourage the next generation of actors, writers and directors. In 2007, SAGIndie recognized WFF as one of its top five film festivals. For more information on the 2010 festival, which is scheduled June 10- 13, visit www.waterfrontfilm.org.

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