



For Immediate Release
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Contact: Greg Sorvig
Phone: 317.402.5876
Email: gsorvig@trulymovingpictures.org

Heartland Roadshow Community Film Series Finds Success in Inaugural Year

Heartland Truly Moving Pictures connected 7,700 moviegoers to inspiring films in 2012 through community screenings separate from the Annual Heartland Film Festival.

INDIANAPOLIS, IND. – Best known for the Heartland Film Festival, local nonprofit arts organization Heartland Truly Moving Pictures is active year-round with programs such as the Heartland Roadshow. With its mission to inspire filmmakers and audiences through the transformative power of film, Heartland showcases both independent films from the Heartland Film Festival along with studio-released films that have won the Truly Moving Picture Award.

Thanks to a grant from LDI Limited, Inc., the Heartland Roadshow was established in February 2012 and has welcomed over 7,700 total attendees over the span of 55 events through December. LDI Limited, Inc. funds allowed Heartland to purchase equipment for public exhibition (including a high-definition projector, collapsible screen and high-quality sound system) and additions to the Heartland office's screening room (including a high-definition projector, screen, surround sound system and acoustical treatments).

Twenty-five partnering organizations have attributed to the success of the Heartland Roadshow in 2012, including; Jewish Community Center of Indianapolis, Indianapolis Museum of Art, The Palladium at the Center for the Performing Arts, The Michael Feinstein Great American Songbook Initiative, the Historic Artcraft Theatre, Charley Creek Arts Fest and more.

Beyond taking films out to the community, Heartland also hosts a free First Friday event every month in its Murphy Arts Center office, in Historic Fountain Square. For these Heartland Roadshow events a short film from a past Heartland Film Festival is shown once every 15 minutes throughout the evening. Local community organizations are encouraged to host a table at each event.

Heartland Roadshow Community Film Series

Upcoming Heartland Roadshow screenings include:

- “Who Cares?” Fundraiser at The Orchard School
Wednesday, Jan. 23 – 6:30 p.m. – \$7.00
615 W. 64th St., Indianapolis, Ind. 46260
All proceeds will be donated to the “My Sandy Hook Family Fund”
Heartland Truly Moving Pictures and The Orchard School Presents “Who Cares?”, a feature documentary from the 2012 Heartland Film Festival. The film is about the “change makers” who bring solutions to our world and inspire others to do the same. There will be a welcome reception of light appetizers and drinks in The Orchard School lobby prior to the screening. Following the film, director Mara Mourão is scheduled to join us from Brazil via video chat for a question-and-answer session.
- “Kipp Normand” First Friday at Heartland Truly Moving Pictures
Friday, Feb. 1 – 6-10 p.m. – FREE
1043 Virginia Ave., Ste. 2, Indianapolis, Ind. 46203
Join Heartland in its screening room for 2012 Heartland Film Festival Award Winner “Kipp Normand.” For 10 years Kipp Normand has recreated now-lost objects by connecting them to the present. Kipp shows the value of history to our world and the beauty of art to our minds. Meet director Jonathan Frey and star Kipp Normand in-person. Kipp will be showcasing artwork right in the Heartland office!
- “Kiss Me Kate”
Great American Songbook Movie Series, Presented by Printing Partners
Friday, Feb. 1 – 7:30 p.m. – \$7.50
The Palladium - 1 Center Green, Carmel, Ind. 46032
Heartland Truly Moving Pictures and the Michael Feinstein Great American Songbook Initiative are partnering to bring classic Truly Moving Picture Award-winning movies to the big screen on the stage of The Palladium concert hall. The classic 1953 musical stars Ann Miller and Howard Keel.

To view the complete list of Heartland Roadshow screenings, visit TrulyMovingPictures.org.

About Heartland Truly Moving Pictures

Heartland Truly Moving Pictures, a nonprofit arts organization, seeks to inspire filmmakers and audiences through the transformative power of film. Its flagship event, the Heartland Film Festival[®], launched in 1991 and runs each October in Indianapolis, screening independent films from around the world. Each year, the Festival awards more than \$145,000 in cash prizes and presents its Festival Awards to the top-judged submissions. Heartland has awarded more than \$2.5 million to support filmmakers during the last 20 years. The organization’s Truly Moving Picture Award was created to honor films released theatrically that align with Heartland’s mission. By bestowing this award seal to honored films, the award allows studios and distributors to inform audiences of a film’s transformative power and appeal. Heartland is also dedicated to cultivating youth, and thus created the Heartland Institute to provide innovative educational and outreach programs that enrich the minds and lives of youth and aspiring filmmakers. Heartland shares inspiring films year-round throughout the community via the Heartland Roadshow. For more information, visit TrulyMovingPictures.org.