



FOR IMMEDIATE RELEASE

**CYBILL SHEPHERD TO PRESENT DIRECTOR PETER BOGDANOVICH
WITH LIFETIME ACHIEVEMENT AWARD**

AT 17TH ANNUAL TEMECULA VALLEY INTERNATIONAL FILM & MUSIC FESTIVAL

**Peter Bogdanovich and Cybill Shepherd reunite in Temecula for a special screening
of their 1975 feature "AT LONG LAST LOVE" and at Gala awards presentation**

TEMECULA, CA – September 8, 2011 – Legendary Director, Producer and Writer Peter Bogdanovich will receive the Temecula Valley Film & Music Festival Lifetime Achievement Award on Sunday, September 18 at Pechanga Resort & Casino. In rare tribute, Cybill Shepherd, who got her start in movies with his films, will be presenting Bogdanovich with the award.

Shepherd was discovered by Bogdanovich in 1970 on a fashion magazine cover during her modeling career. He gave her a starring role in his critically acclaimed film The Last Picture Show (1971). She went on to star in his other films Daisy Miller (1974) and At Long Last Love (1975).

"It's fitting that 40 years after he jump-started her career, Cybill Shepherd presents Peter Bogdanovich with our Lifetime Achievement Award." says Festival Executive Director, Jo Moulton.

Bogdanovich began his career as an actor in the 1950's. He developed into a successful director with Targets (1968). He went on to direct, write and produce some of cinema's most memorable films, including What's Up, Doc?, Paper Moon and Mask. He is also known for his recurring acting role in the award-winning HBO series, "The Sopranos."

In honor of Bogdanovich's career achievements, the Festival will screen his film At Long Last Love (1975) at 9pm on Saturday, September 17 at UltraStar Cinemas in the Tower Plaza Center in Temecula and will feature guest appearances by Peter Bogdanovich himself and the film's star Cybill Shepherd who will participate in a rare Q&A session to discuss the film. Tickets can be purchased through the Festival's website www.tviff.com or at the Tower Plaza box office.

Starring Cybill Shepherd, Burt Reynolds, Madeline Kahn and Eileen Brennan, At Long Last Love was a light-hearted movie and Bogdanovich's homage to musical comedies of the 1930's about three couples' relationships in New York City. Though initially panned by critics when it opened to lackluster box office sales thirty years ago, the film is experiencing a resurgence of interest thanks to a never-before release on Netflix.

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"For Peter and Cybill to come together here in Temecula to support a film that they are still so passionate about after some 30 years is so great for us and we are delighted to share this unique occasion with everyone," states Jo Moulton.

Bogdanovich will be honored at the **Black Tie Gala** on September 18 along with Academy Award nominee actress **Virginia Madsen**, Hollywood Icon **Connie Stevens**, Writer Producer, Director **Oren Peli** of Paranormal Activity fame, legendary Music Producer **Russ Regan**, rising star **Booboo Stewart** of The Twilight Saga films, DVD and Blu-Ray Manufacturing Technology pioneer **Erick Hansen** and highly sought-after Film Orchestrator and Arranger **Pete Anthony**.

About the Festival

The 17th annual Temecula Valley International Film & Music Festival takes place Sept. 14-18, 2011 at Ultrastar Tower 10 in the Tower Plaza Shopping Center. The festival is presented by Cinema Entertainment Alliance, a non-profit arts and education organization dedicated to celebrating world cinema and music. In 2010 over 300 filmmakers, musicians, producers, directors, writers, judges, composers, arrangers, agents, publicists, cast and crew participated in the festival, which was attended by more than 18,000 people.

Past TVIFF honorees include Smokey Robinson, Kenny Loggins, Raquel Welch, Dionne Warwick, Carl Reiner, Mary Steenburgen, Michael Madsen, Shirley Jones, Gena Rowlands, Michael York, Hector Elizondo, Ray Charles, Rita Coolidge, William Shatner, Patty Duke, Billy Preston, Earth, Wind & Fire and Louis Gossett, Jr. Additional honorees have included Directors John Badham, Andy Fickman, Jonathan Lynn and Robert Wise, as well as Producer Lucas Foster and Composers Lalo Schifrin, Christopher Young, John Ottman and John Debney.

For more information about the Festival and to purchase tickets to any of the events, please log onto www.tviff.com.

About Temecula

Home of Southern California's Wine County ---- with more than 30 award winning wineries ---- the Temecula Valley offers championship golf courses, hot air balloon rides, relaxing spas, a vibrant Old Town, restaurants, shopping and a wide variety of accommodations, all within an easy drive of anywhere in Southern California. For more information contact the Temecula Valley Convention and Visitors Bureau at www.temeculacvb.com.

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