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**Temecula Valley International Film & Music Festival
Launches it's 17th Year with a Short Films Showcase and an After Party
Kick off Event segues to TVIFF's popular Community Sneak Previews**

Temecula, CA. (June 20, 2011) – Temecula Valley Film & Music Society celebrates the prelude of the 17th Annual Temecula Valley International Film & Music Festival (TVIFF) with a special short films presentation and live music performances spotlighting emerging independent area filmmakers and music artists followed by an After Party on Wednesday, July 6 at 6pm in the Tower Plaza shopping center, 27485 Ynez Road. The event is free for Society Members and \$10 for non-members.

The short films to be showcased include: Travis Kurtz's *Day at the Beach*, a comic take on D-DAY-The Battle of Normandy. The main character, Frenchy played by Matin Atrushi, grew up in Temecula. Kurtz has won awards from several festivals for both features and shorts.

Derailed has garnered five awards for San Diego based French filmmaker, Nicolas Simonin, who hopes to thrill the Temecula cinephiles with his paranormal psychological thriller.

John Hess, director of the comedy short *Trouble in the Movie Queue* and the thriller short, *Pitch Black*, is a long time Temecula resident who discovered his passion for film while a student at Chaparral High School.

First-time director Calvin Michael's *The Hot Seat* is part of the 2010 48- Hour Film Project about a doctor who guides a support group through a fairly Draconian process of truth-seeking for the Bridge of Hands Therapy Center. The film placed second in the Audience Choice for its screening group, and was featured in the Best of San Diego 2010.

In between the screenings, the audience will be entertained with live music performances by jazz musician **Brad Rambur** and 18 year old Festival music artist hopeful, **Ashley Zavala** of Murrieta.

Immediately following the screenings, the films' directors will hold a Q&A, then an After Party where everyone can network, eat and drink, mix and mingle and enjoy.

On a related note, every Wednesday following the July 6th launch event, the Temecula Valley Film & Music Society will host and continue TVIFF's decade old tradition, the Community Sneak Previews. The Sneak Previews give community residents a chance to have a hand in the official film and music selection process of the Temecula Valley Film and Music Festival. All Sneak Previews will take place at The Tower Plaza Shopping Center at 27485 Ynez Road (next to Texas Loosey's) beginning at 6 p.m. on the following dates: **July 13, 20, 27** and **August 3 and 10**. Film & Music Society members attend for **free** while non members, a nominal fee of **\$5**.

Find out more about the Festival and all the special events at www.tviff.com. While visiting the website, be sure to enter the monthly contests to win an All Access Pass, Awards Gala tickets and Opening Night tickets. Winners will be chosen every month up to the Festival.

The 17th Annual Temecula Valley International Film & Music Festival runs September 14-18 at Ultra Star Theaters in the Tower Plaza Shopping Center and is presented by Cinema Entertainment Alliance, a non-profit arts and education organization dedicated to celebrating world cinema and music. Tickets will be available to the general public August 30, 2011. For more event and membership details on the Temecula Valley Film and Music Society, log on to www.tviff.com or call (951) 699-5514.

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