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**Romantic Comedy film to open the 17th Annual
Temecula Valley International Film & Music Festival
Festival is set for September 14-18**

TEMECULA ---- Just when we could all use a good laugh, along comes **LOSING CONTROL** ---- a fresh and funny independent film about the "right" way to look for love ---- this year's pick as the **OPENING NIGHT** film for the 17th annual **Temecula Valley International Film & Music Festival**.

More than 120 films, from full length features, to documentaries, animated films and shorts, have been selected to be part of this year's festival. Films have been submitted from as far away as Bangladesh, Italy and Japan, and as nearby as Temecula, Riverside and San Diego.

"In these harsh economic times, with all the doom and gloom you hear everyday in the news, picking **LOSING CONTROL** as our Opening Night film was a no-brainer. The movie is high energy, funny. The blend of science -with -romance - and comedy is a wonderful fit.," said Jo Moulton, festival co-founder and director.

LOSING CONTROL, a smart and quirky romantic comedy about a female scientist who wants proof her boyfriend is "the one", marks the feature film directorial debut of Valerie Weiss whose award winning short film **TRANSGRESSIONS** was screened at the Temecula festival in 2006.

A former PhD candidate in Biophysics at Harvard, Weiss earned her doctorate and then walked away from science to follow her passion for film-making.

"For me, doing science or making movies has always been about a passion to know how things work," she said. "My love of science stemmed from wanting to know how life works and why things are the way

they are. In writing and directing movies, I approach character and story the same way ---- trying to get the essence of why people are the way they are and do what they do.”

LOSING CONTROL, also written by Weiss, features a cast of film and television veterans including Reid Scott, Kathleen Robertson, Lin Shaye and John Billingsley and has already drawn critical acclaim.

‘Loved it,’ said Jerry Zucker, director of *Airplane*. “Fun, really charming.”

“I was blown away by your movie,” said actor and television director Joanna Kerns. “So smart, so well cast, written and directed.”

The **OPENING NIGHT** festivities, set for Sept. 14 at Ultrastar Tower 10 in the Tower Plaza Shopping Center in Temecula, will feature food, music, a walk along the red carpet and a chance to meet and mingle with both film industry legends and rising stars.

Tickets for the **OPENING NIGHT** festivities and the many other festival events are now available at www.tviff.com.

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 Schiffrin, Christopher Young, John Otman and John Debney.

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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