



**FOR IMMEDIATE RELEASE: August 24, 2011**

**OREN PELI, WRITER, DIRECTOR, PRODUCER OF "PARANORMAL ACTIVITY"**

**TO RECEIVE MAVERICK SPIRIT AWARD AT THE 17TH ANNUAL TEMECULA VALLEY INTERNATIONAL FILM AND MUSIC FESTIVAL**

***Oren Peli also set to do "A Conversation with Peli," Sunday, Sept. 18***

TEMECULA, CA---- He may not be the first person you'd think of for financial advice in today's volatile economy, but anyone who can turn \$15,000 and an idea into a film and gross \$108 million and his subsequent films for \$138M for a combined gross total of \$194 Million (and counting) in box office receipts worldwide is worth a listen.

That's just what Israeli-born writer, producer and director Oren Peli did in 2007 with his horror classic Paranormal Activity. Festival Director Jo Moulton said "a maverick by definition is one who stands above and apart from the crowd. Mr. Peli's meteoric rise from a relative unknown to a phenomenally successful writer, producer and director in a short amount of time is remarkable and inspirational for those who want to enter the business. We are honored to present Mr. Peli, the Festival's prestigious Maverick Spirit Award."

Peli will be in Temecula to accept the Award at the Black Tie Gala of the 17th annual Temecula Valley International Film and Music Festival, Sept. 18 at the Pechanga Resort & Casino. The festival runs from Sept. 14th to the 18th.

Peli will be honored along with actress and singer Connie Stevens, legendary music producer Russ Regan, DVD and Blu Ray Manufacturing Technology pioneer Erick Hansen and highly sought after Film Orchestrator and Arranger Pete Anthony.

In addition to accepting the award, Peli will participate in one of the festivals' numerous acting, music and marketing workshops held on Sept. 17th and 18th.

"A Conversation with Oren Peli" is scheduled for 3 p.m. on Sunday, Sept. 18th in Theatre 1 of the Ultrastar Tower 10 in the Tower Plaza Shopping Center.

A complete list of workshops and the more than 120 feature films, shorts and documentaries of this year's festival is available at [www.tviff.com](http://www.tviff.com).

Since the phenomenal success of Paranormal Activity, Peli has produce and/or written several feature films including Insidious (2010) and Paranormal Activity 2 (2010). His films Paranormal Activity 3 and Area 51 are scheduled for release later this year.

Peli's maverick spirit has proven to Hollywood that bigger isn't always better and inspired Paramount to create an entire new division dedicating to nurturing films made for under \$100,000.

**ATTENTION MEDIA: To arrange an interview with the honorees of this year's festival call the TVIFF office at 951-699-5514 or send an email to [johnhunnean@yahoo.com](mailto:johnhunnean@yahoo.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 Schifrin, Christopher Young, John Ottman and John Debney. For more information, call (951) 699 5514 or visit [www.tviff.com](http://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](http://www.temeculacvb.com).

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