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MUSIC LEGEND RUSS REGAN TO RECEIVE LIFETIME ACHIEVEMENT HONOR At 17th ANNUAL TEMECULA VALLEY INTERNATIONAL FILM FESTIVAL AWARDS GALA

Festival Awards Gala to be Held Sunday, Sept. 18, 2011

TEMECULA ---- People outside the music business may not know the name **Russ Regan**, but without him chances are they would never have heard of **Elton John, Neil Diamond, Olivia Newton-John, Barry White** and many other music legends.

The Southern California music scene of the 1960s would have certainly been different if Regan hadn't convinced a group of young musicians to change their name from the Pendletons to the **Beach Boys**.

For those and many other achievement over a wide-ranging career than has spanned six decades, Regan ---- the former head of both UNI and 20th Century Fox Records ----will be honored with the **Lifetime Achievement Award for Music** at the **17th annual Temecula Valley International Film & Music Festival** on Sunday, Sept. 18 at Pechanga Resort & Casino. The Festival runs September 14-18.

Past recipients include Gena Rowlands, Ray Charles, Carl Reiner, Lalo Schifrin, William Shatner, Etta James and Shirley Jones. Mr. Regan will be honored along with Hollywood Icon, Connie Stevens, Writer Producer Director Oren Peli of Paranormal Activity fame, DVD and Blu Ray Manufacturing Technology pioneer Erick Hansen and highly sought after Film Orchestrator and Arranger Pete Anthony.

Known as "the man with the golden ear," Regan began his career at Motown Records promoting artists such as **Stevie Wonder, Marvin Gaye and Smokey Robinson**.

In 1970 when a young English performer was dubbed "Regan's folly" by executives at MCA Records, Regan stuck with **Elton John**, convinced the singer/songwriter was going to be a star.

At Uni Records Regan signed **Neil Diamond** after five other labels had turned him down.

Regan has also supervised the soundtracks for the movies *This is Spinal Tap*, *The Karate Kid*, *A Chorus Line* and many others.

For his many remarkable achievements, the TVIFF is honored to present the Lifetime Achievement in Music to Russ Regan.

Tickets for this year festival, including Opening Night, the Black Tie Gala and other events are now available at www.tviff.com.

ATTENTION MEDIA: To arrange an interview with the honorees of this year, call 951-699-5514 or send an email to 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

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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