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VIRGINIA MADSEN ---- ACADEMY AWARD AND GOLDEN GLOBE NOMINEE ---- TO RECEIVE THE FOUNDER'S OUTSTANDING CAREER ACHIEVEMENT AWARD AT 17TH ANNUAL TEMECULA VALLEY INTERNATIONAL FILM & MUSIC FESTIVAL

Festival is set for September 14-18

TEMECULA ---- The 17th annual Temecula Valley International Film & Music Festival will present Virginia Madsen with its prestigious acting honor, the Founder's Outstanding Career Achievement Award on Sunday, September 18, 2011 at the annual **Black-Tie Gala** held at the **Pechanga Resort & Casino**. The festival runs from Sept. 14 - 18.

Festival Director Jo Moulton said "Virginia Madsen has developed into one of this generation's finest actresses. She brings unique versatility to each of her roles and she continues to raise the bar in both film and television. We are delighted to honor Virginia Madsen with the 2011 Founder's Outstanding Career Achievement Award."

Madsen is to be honored along with legendary Film Director **Peter Bogdanovich**, Hollywood Icon **Connie Stevens**, Writer Producer Director **Oren Peli** of Paranormal Activity fame, legendary Music Producer **Russ Regan**, DVD and Blu Ray Manufacturing Technology pioneer **Erick Hansen** and highly sought after Film Orchestrator and Arranger **Pete Anthony**.

Past award recipients include **Mary Steenburgen**, **Dennis Haysbert**, **Hector Elizondo**, **Gena Rowlands**, **Michael York**, **Carl Reiner**, **Rick Schroder**, **William Shatner**, **Michael Madsen** and **Shirley Jones**.

Madsen was nominated for both an **Academy Award** and a **Golden Globe** for her performance as Maya in **SIDEWAYS**, a critically acclaimed comedy from writer-director Alexander Payne about two buddies who set off on a pre-wedding wine-tasting adventure.

The film won six Independent Spirit Awards in 2005, including Best Supporting Female for Madsen, a cool, classic beauty whose illustrious resume features roles alongside the most notable and respected actors and actresses in the business including **Harrison Ford**, **Meryl Streep**, **Kevin Kline**, **Matthew Broderick** and **James Coburn**.

In addition to SIDEWAYS, Madsen has appeared in more than 35 films including A PRAIRIE HOME COMPANION, THE RAINMAKER, FIREWALL, DUNE, THE RIPPLE EFFECT, THE NUMBER 23 and THE ASTRONAUT FARMER.

She was mostly recently seen on the big screen in 2011's RED RIDING HOOD and on television in the ABC comedic drama series SCOUNDRELS.

Madsen comes from a very talented family. In addition to her Emmy Award winning mother, Elaine Madsen, her brother is gifted actor Michael Madsen, who was honored by the TVIFF in 2007.

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