



Independent, locally owned and operated!

www.lamorindaweekly.com 925-377-0977

Published November 24, 2010

Coming Soon: Film Festival - Help Needed!

By Sophie Braccini

And the winner is: Moraga. After months of speculation and discussion, the California Independent Film Festival has decided to take its show down the road and will move the event from Orinda to Moraga early next year.

The 13th Annual California Independent Film Festival (CAIFF) will take place at the New Rheem Theatre, which is managed by the CAIFF Association, from January 28 - February 3, 2011. The week-long event features 75 independent films from all over the world.

The Festival includes galas, showings, awards ceremonies and dinners; it always features celebrities who need to be attended to, and it is run by volunteers. On November 17, the CAIFF management team appealed to Moraga residents for help during its first local organizational meeting. They invited community groups to join in, contribute and share in the benefits that they believe the town will derive from some two thousands visitors and increased visibility. Organizers say they hope to locate the Festival in Moraga for many years and turn it into the next Sundance.

CAIFF Vice President Joanne Foy is organizing the volunteers. "I have held almost all the positions on these committees," she said, "we know exactly what has to be done, all we need is more hands." Foy said that at this time CAIFF needs a Transportation Chairperson and drivers, as well as a Hospitality Chairperson and volunteers to make gift baskets. "And there is always room for fundraisers, too," she adds.

Those interested in helping out may contact Foy at kaigogi@aol.com or (925) 200-0262. For learn more about the CAIFF go to www.caiff.org; the organization is just beginning to post early information on the 2011 event, so check back for updates.

Reach the reporter at: sophie@lamorindaweekly.com

Copyright © Lamorinda Weekly, Moraga CA