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## 15th Annual California Independent Film Festival a Blockbuster

*Submitted by Stephanie Kusinski*



Wrapping up the 15th Annual California Independent Film Festival, CAIFF president and founder Derek Zemrak reported a tremendous increase in attendance. Ticket sales were up 23 percent from the last festival, and sponsorships and program ads were up 129 percent, setting a record for this annual festival which is dedicated to bringing independent films to the East Bay and providing a venue for local filmmakers. While the festival faced several changes, such as moving from its usual February date to November and being shortened from seven days to four, audiences were not short-changed by the number of films CAIFF presented. All of the feature films were well attended - in particular the Oscar-buzzing international film Lore. The kid's program saw a huge increase in attendance, and the local filmmaker showcase was also a big hit, highlighting the burgeoning filmmakers and the film industry as a whole for the Bay Area. "CAIFF is on the right track to being a major player in the film festival arena," said CAIFF Program Director Joanne Foy.

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[back](#)

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