



les
percéides⁺
FESTIVAL INTERNATIONAL
DE CINÉMA ET D'ART
DE PERCÉ

PRESS RELEASE
For immediate publication

LES PERCÉIDES FILM FESTIVAL LAUNCHES ITS VERY FIRST FUNDRAISING CAMPAIGN WITH THE SALES OF 125 SEATS IN PERCÉ.

Percé July 6th 2010. – While promoting the ‘cinéma d’auteur’ in regional Québec, Les Percéides International Arts and Film Festival of Percé is launching today online (www.perceides.ca) a vast fundraising campaign to ensure the durability of this new Gaspesian film festival as well as to develop the activities it involves.

This very first fundraising event is unique because it is selling **125 theater seats** at the film festival’s main venue in Percé, the ‘centre d’interprétation de la faune’. Film lovers can now purchase their very own seat for **\$150** and become official sponsors of Les Percéides for one year.

“By donating \$150 and sponsoring a theater seat, you will also contribute to the sustainability of the International Arts and Film Festival of Percé, the one and only cinematographic event on the Gaspé Coast”, as per Daniel Leboeuf, the CEO of Les Percéides Film Festival as well as a reputed pharmacist and local businessman largely involved in his community.

When inaugurated in Percé in August 2008, the annual cinematographic event Les Percéides also celebrated the 40th anniversary of the prestigious film event ‘La Quinzaine des Réalisateurs de Cannes’ with prominent guests and renowned filmmakers attending. The Festival also sponsors ‘La nuit du cinéma’, an annual film night in Percé which has successfully presented three winter outdoor-screening events at the breathtaking Charles Robin site in Percé beside the beach, along with hot wine and outdoor fires.

On Thursday August 19th 2010 at 7 pm, the official fundraising event will reach its peak as sponsors, a filmmaker and many guests attend the very first screening of a feature film followed by a cocktail party at the 'Centre d'interprétation de la faune' on Irishtown road in Percé. Simultaneously, this special film screening event will launch in Percé the second edition of Les Percéides Film Festival between August 19th and August 21st. Both the film projection and the official festival programming will be announced at a press conference in Percé, Monday August 9th at 11 am.

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