



News Release
For Immediate Release

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Eat, Drink, and Learn During the Flatirons Food Film Festival Fundraiser this August

FFFF announces Festival Fundraiser, August Dinner and a Movie night, and 2020 Festival details

Boulder, Colo. (July 15, 2020) –The [Flatirons Food Film Festival](#) shifted into online events during quarantine with a *Dinner and a Movie* series. After the success of several sold-out Dinner and a Movie nights, they decided to move both the annual Festival fundraiser and actual Festival online for 2020. The signature and beloved elements of past Festival events—food-oriented films, expert speakers, and eating, drinking, and learning to enhance the experience—will still be offered, but in a safe context with opportunities for communal activities.

In this time of reduced social interaction, the Festival brings people together over a topic that has everything to do with connection and community: food. Just as the food industry is reeling, the 501c3 nonprofit Flatirons Food Film Festival, which has traditionally relied on support from the industry, is also challenged financially. To enable the Festival to contribute to our country’s ongoing dialog about food, public support is more important than ever.

Fundraiser basic information

This year’s Festival fundraiser will take the form of 10 live culinary classes on Zoom during the second and third weekends of August that will include instruction, short films, and feasting. Members of the local food community such as Chef Hosea Rosenberg of [Blackbelly](#), and Jennifer Olsen of [Jennifer Olsen Photography](#), will teach 90-minute classes.

Class format

The classes’ format will consist of:

- 2020 Festival trailer with clips from upcoming feature films
- Demonstrations on how to make a specific dish, “guided” tastings, or lectures sharing tips and expertise
- Q&A session where students can ask questions, chat, and feast
- Short food-oriented film

Students will receive a recipe for the class dish, if there is one, and a link to a video recording of their class, so they can relax and watch the class live, and if they wish, and follow the video instructions while cooking the dish later.

Instructor income opportunities

With so many food businesses and organizations suffering financially these days, the Festival has structured this fundraiser to offer commercial opportunities for the instructors. The instructor businesses are more than donors; they are partners. With successful classes, everybody wins.

Instructor Partners are encouraged to offer goods for pre-order prior to their event. Some items are mandatory such as class materials like cheese plates for a guided tasting, and finished dishes (sometimes as part of a larger meal,) so that students can taste a successful version of the class dish and eat “together while apart.” Others are optional for the instructor to offer and students to purchase such as ingredient kits, paired beverages, and books that instructors have written.

Fundraiser details

Fundraiser classes are \$30 per person for each class, or \$250 for a pass to attend all classes. All proceeds will go towards holding the 2020 Flatirons Food Film Festival. Tickets and passes are available at https://bit.ly/FFFF20_BenefitClasses

Following is the fundraiser class schedule:

- Saturday, August 8, 10:30am-12pm: *Making and Using Shio Koji, a Japanese Fermented Marinade* with Chefs Christine Ruch and Mara King of [Fresh Thymes Eatery](#)
- Saturday, August 8, 12:30-2pm: *Upping Your Instagram Food Photo Game* with Jennifer Olson of Jennifer Olson Photography
- Sunday, August 9, 10:30am-12pm: *Making Tahchin, Persian Baked Saffron Rice with Chicken* with Saba Parsa of [saba jam](#)
- Sunday, August 9, 5:30-7pm: *Shopping for and Cooking a Perfect Steak* with Chefs Hosea Rosenberg and Arun Moghe of Blackbelly
- Tuesday, August 11, 5:30-7pm: *Sourdough Secrets and Baking with Local Heritage Grain* with Master Bread Bakers David Kaminer of [Raleigh Street Bakery](#) and Andy Clark of [Moxie Bread Co.](#) and support from the [Colorado Grain Chain](#)
- Friday, August 14, 5:30-7pm: *Making Dill and Bread-and-Butter Pickles* with Chef Matt Vawter of [Mercantile Dining and Provision](#)
- Saturday, August 15, 10:30am-12pm: *Shiitake Mushrooms: Magic, Folklore, and Gastronomy* with Culinary Mycologist and Chef [Shadi Ramey](#) of [Feed Your Vibe](#)
- Saturday, August 15, 4:30-6pm: *A Guided Tasting of American Artisan Cheese* with Certified Cheese Professional Jessica Beer and other members of the [Cured](#) team
- Sunday, August 16, 10:30am-12pm: *Spanish Spices and the Art of Paella* with Chef Dakota Soifer of [Cafe Aion](#) and Dan Hayward of [Savory Spice Shop - Boulder](#)
- Sunday, August 16, 5:30-7pm: *Heirloom Grain Pizza Making* with Chefs Kelly Whitaker and Colten Steiner of [Dry Storage](#)

August Dinner and a Movie event

The Flatirons Food Film Festival's *Dinner and a Movie* monthly online series offers a weekly dinner and movie series to enjoy together as a community, while physically apart. With a streaming featured movie, "paired" takeout dinners from recommended restaurants, recipes for dishes related to the film, and expert speakers, each *Dinner and A Movie* event offers an exciting and interesting online Festival experience as well as a way to support local restaurants from the comfort of home.

The next *Dinner and a Movie* event will take place Friday, August 21, 6:30pm. It will feature *Trattoria*, a dramedy about a workaholic chef and his estranged son who reconnect and heal their past through cooking. *Trattoria* director Jason Wolos will speak. Tickets will go on sale on August 10. The Festival [Facebook](#) page will announce when tickets are on sale and provide a link to ticketing.

2020 Flatirons Food Film Festival

The 2020 Flatirons Food Film Festival will take place Oct. 8-11 as an online festival. Just as with past live Festivals, it will present short and feature films, live speakers, and film-related food events – but all online. Films on indigenous and minority food cultures will be strongly represented at this year's Festival. More information will be available soon.

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About Flatirons Food Film Festival

The 2020 Flatirons Food Film Festival is the eighth annual multi-day feast celebrating exceptional culinary cinema from various nations. It screens a diverse representation of films in format, both dramatic and documentary, and subject matter, from political issues to the pleasure of cooking, eating, and drinking. Expert speakers and related events accompany the films. For more information, please visit www.flatironsfoodfilmfest.org, [Facebook](#), [Twitter](#), and [Instagram](#). For interviews with Julia Joun, Director of the Flatirons Food Film Festival, contact Kuvy Ax at ROOT Marketing & PR: kuvy@rootmarketingpr.com or 720.329.7327.