

News Release
For Immediate Release

Contact: Kuvy Ax ROOT Marketing & PR 720.329.7327 kuvy@rootmarketingpr.com

Flatirons Food Film Festival offers preview fundraiser October 10, moves to January

New Festival dates, virtual format brings 8 days of film, speakers, and events; includes exploration of indigenous and underrepresented food cultures

Boulder, Colo. (September 21, 2019) –The <u>Flatirons Food Film Festival (FFFF)</u>, a festival that has been wowing foodies, film lovers, and the intersection of both for eight years, is moving from its previously announced dates of October 8-11, 2020 to January 28-February 5, 2021. (The ninth Festival will take place later in 2021.) For its eighth year, the FFFF is extending the festival to eight days. There will be a film preview fundraiser on October 10 (more details to follow).

2020 Festival now in 2021

As a virtual Festival that viewers can attend while safe and warm at home, the FFFF intends to brighten the dreariness of winter with 10 feature films and three short films programs. This year, highlighting indigenous and underrepresented food cultures, the Festival will show films about:

- Mayan coffee growers
- Underprivileged aspiring Bolivian chefs
- Native Americans reclaiming their culinary heritage
- Cacao growers in the Peruvian Amazon, and
- Black American culinary traditions

Other topics include Evan Funke, a master of handmade pasta; a high-tech company growing meat from meat cells; Francois Vatel, master chef, entertainment producer, and steward during the time of King Louis XIV; and an Australian dynamo who pivoted from high-powered corporate event planning to social activism by founding and running a globally influential food waste nonprofit organization.

In addition to its speakers and culinary events, this year's Festival will continue last year's (2019's) new offerings: a lecture series, a visual art collaboration, and multiple films showing concurrently. Using the Eventive Virtual film platform which integrates streaming film, livestreams, and box office functions, viewers can play and participate in Festival films, live and recorded discussions, Q&As, and events at their leisure over multiple days. With this new functionality, extending the Festival to an unprecedented eight days will give viewers a chance to watch everything that interests them.

The Festival will also present a live event for every film when it first becomes available. Every film will have its own Festival "premiere" with a first showing and live panel, and, for many, a culinary event such as restaurant takeout dinners where the cuisine is related to the film. Once a film premieres, it and the recorded discussion and Q&A will be available to viewers for the rest of the Festival. There will also be standalone live events like demos on cooking with rescued food and making handmade pasta, a food and film trivia game, and a children's program.

Film Preview Fundraiser October 10

On Saturday, October 10th, the Festival will hold a two-part Festival film preview fundraiser in partnership with <u>First Nations Development Institute</u> (First Nations) and <u>Slow Food Boulder County</u>: *Back to the Source: Reclaiming Native American Food Traditions*. This event centers around *Gather*, a new documentary about a growing movement among Native Americans to reclaim their spiritual and cultural identities by obtaining sovereignty over their ancestral food systems. The eighth Festival in January will include *Gather*.

From 5:30-6:30pm, there will be a chef's demo with Ben Jacobs of <u>Tocabe</u>, a Native American eatery with two locations in Denver. At 7pm, after a break, the Festival will show *Gather*, followed by a live panel discussion. The panel will include director Sanjay Rawal; Sammy Gensaw of the Yurok Tribe, Twila Cassadore of the San Carlos Apache, who are featured in the film; and A-dae Briones of First Nations.

Tocabe takeout dinners will be available for viewers to purchase and eat while watching the movie. Viewers can pick up their dinners from the Tocabe restaurant in North Denver (3536 West 44th Avenue, Denver) and at <u>Savory Spice Shop's Boulder location</u> (2041 Broadway, Boulder). For the film program, participants will start watching and eating together at 7pm.

"Gather is a beautiful film that offers hope after the historical trauma suffered by Native Americans during centuries of genocide," said Festival director Julia Joun. "We're excited to bring attention to indigenous and underrepresented food cultures, and to collaborate with First Nations Development Institute, which is one of the best respected NGOs in Native Country, and one of the main forces behind the film. Slow Food deeply appreciates the original local food, indigenous food. We are pleased that the Slow Food Boulder County is also involved in this event." First Nations and the Festival will both benefit from the proceeds of this preview and fundraiser.

Back to the Source will also be part of the City of Boulder's Indigenous People's Day weekend activities. If viewers cannot watch the live event, they can purchase tickets if they don't already have them and watch Gather and the recorded chef's demo and Gather discussion and Q&A through midnight the next day (Sunday, October 11.)

Viewers can purchase fundraiser tickets for \$24, which include tickets for both the chef's demo and film program, at https://watch.eventive.org/ffff/play/5f583238f6e76d45b226d657.

Viewers can also purchase tickets for \$5 for only the chef's demo at https://watch.eventive.org/ffff/play/5f58314ff6db614613be9d53

#

High resolution movie stills available on request.

About Flatirons Food Film Festival

The eighth Flatirons Food Film Festival is a 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.

About First Nations Development Institute

For 40 years, using a three-pronged strategy of educating grassroots practitioners, advocating for systemic change, and capitalizing Indian communities, First Nations has been working to restore Native American control and culturally-compatible stewardship of the assets they own – be they land, human potential, cultural heritage or natural resources – and to establish new assets for ensuring the long-term vitality of Native American communities. First Nations serves Native American communities throughout the United States. For more information, visit www.firstnations.org.

MEDIA CONTACT:

Rana LaPine, First Nations Program Officer rlapine@firstnations.org or (303) 774-7836

About Slow Food Boulder County

Slow Food Boulder County is part of the global Slow Food movement creating dramatic change in more than 160 countries. Slow Food Boulder County is dedicated to safeguarding local food system, food traditions and artisan foods to gather and build culture and community. It supports learning and rediscovering pleasure in everyday life by slowing down and appreciating the convivial traditions of the table. For more information, visit https://www.slowfoodboulder.org