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## The 15<sup>th</sup> Annual Gimli Film Festival kicks off with a bang!

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(Winnipeg, Manitoba; July 22, 2015) – Today marks the beginning of the 2015 Gimli Film Festival, a five-day film extravaganza eagerly anticipated by filmmakers and film fans across Canada and beyond. In the words of Janis Johnson, Gimli Film Festival Founder: “We are proud, proud, proud! I challenge you to find a festival like GFF anywhere else... it is truly a prototype.”

It was fifteen years ago that the small town of Gimli decided to hold its first film festival in conjunction with *Islendingadagurinn* weekend, with the help and support of the Icelandic Festival of Manitoba. Held in the year 2000, Gimli felt it fitting to honour the 1000th Anniversary of the Vikings discovery of America by showing a small selection of Icelandic films, attended by several circumpolar filmmakers, and thus the Gimli Film Festival was born.

Today the GFF is widely renowned, and has swelled to 12,000 – 14,000 in annual attendance. (no small feat, considering the Festival’s rural setting). The ambience of Lake Winnipeg creates a one-of-a-kind film experience found nowhere else.

This year’s Festival officially begins at 7:30 pm with the VIP Reception in Johnson Hall. The reception will be attended by Festival sponsors, volunteers, and filmmakers, opening its doors to approximately 200 people who all support the Festival in various capacities. The soiree will include catering by Bergman’s, a Farmery Beer tasting station, RBC photo booth, elegant décor by Lifa Home, and lighting by the Christmas Light Guys.

The first film shown at the 2015 Festival will be the outrageous cult-classic, *The Rocky Horror Picture Show*, playing tonight on Gimli Beach as film #1 of the RBC Sunset Screenings series.

Fans of *Rocky Horror* have become a true phenomenon over the past three decades, routinely dressing up as characters in the film, performing choreographed dance numbers, having wild, raucous theatre participation, and showing intense devotion to the film which has become iconic of fan obsession. *Rocky Horror* is the longest-running film in cinematic history; it’s been running in theaters continuously since its initial release in 1975.

The other films in the free RBC Sunset Screenings include:

Thursday, July 23, 10 pm	<i>Labyrinth</i>
Friday, July 24, 10 pm	<i>Monty Python and the Holy Grail</i>
Friday, July 24, LATE NIGHT	<i>Alien</i>
Saturday, July 25, 10 pm	<i>Jurassic Park</i>
Sunday, July 26, 10 pm	<i>Dr. Strangelove</i>

The full 2015 Gimli Film Festival schedule is available online at [www.gimlifilm.com](http://www.gimlifilm.com) or on the GFF APP. This year’s film lineup promises to be a great variety of thought-provoking film.

“We could not be prouder of the quality of film and work we bring to this community,” stressed Johnson. “Our Festival is incredible—in what we’ve developed over the past fifteen years, and continue to cultivate in the future.”

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**For more information, contact Marlene Ness - Gimli Film Festival Communications Coordinator**

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GIMLI FILM FESTIVAL, Suite 101 - 94 1st Ave. Waterfront Centre, Gimli, Manitoba R0C 1B0

***"See you under the stars July 22-26, 2015 for the 15th edition of GFF!"***

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**\*\* Are you media planning to attend our Festival? \*\*** Please fill out an online media accreditation form at <http://ow.ly/PB511>

Visit [www.gimlifilm.com](http://www.gimlifilm.com) for the most up-to-date information on everything about the Festival! Our shiny new GFF APP is live, powered by Insurance Brokers of Manitoba.

-Like us on Facebook - <https://www.facebook.com/gimlifilmfestival>

-Follow us on Twitter #gimlifilm, -check out our YouTube Channel: "Gimli Film Festival - Official Site"

**The GFF is proud to acknowledge the cooperation and generous financial support of the following sponsors, whose enthusiastic support has made the 2015 Gimli Film Festival possible:**

Platinum Sponsors: **RBC Royal Bank, Province of MB – Major Arts Festivals Grant, Telefilm.** Gold Sponsors: **Rogers Group of Funds, Insurance Brokers of Manitoba, On Screen Manitoba, RM of Gimli, William F White International.** Silver Sponsors: **Asper Foundation, Canada Summer Jobs, Manitoba Arts Council, The Richardson Foundation, MTS, Icelandair, Iceland Naturally, Donald K. Johnson O.C., LL.D., Mauro Family Foundation Inc, Opus VFX, Pharmasave, TIFF Film Circuit.** Bronze Sponsors: **Manitoba Liquor & Lotteries, Catherine & David Filmon & Dayna & Charlie Spiring, Gled Vid Investment Company, Johnston Group Inc., Lake Winnipeg Foundation, Multimedia Risk Insurance Brokers, Icelandic Film Centre, Your Community Newspapers - The Express Weekly News, The Stonewall Teulon Tribune, The Selkirk Record and the Winkler Morden Voice.** Festival Sponsors: **Manitoba Film and Music, Manitoba Hydro, Eimskip, Bonnie & John Buhler, National Leasing.** Festival Sponsor Service Partner: **Guppy Graphic Design, AVentPro, Winnipeg Film Group, Consulate General of Iceland Winnipeg, Powerland.** Festival Sponsor Hospitality Partners: **Spirits Canada, Bergmann's on Lombard, Farmery Estate Brewery.** Festival Friends: **The Honourables Janice & Gary Filmon, Film Training Manitoba, GD Accounting, National Film Board of Canada, Rona Gimli, Taylor McCaffrey, Video Pool Media Arts Centre.** Festival Friend Hospitality Partners: **Lifa Home, Flatland Coffee Roasters, Chicken Chef Gimli, De Lucas Fine Wines, Sobeyes in Gimli, Water Source - Gimli Water Hus, Gimli Ice Festival, Sugar Me Cookies.**