

SUNDANCE FILM FESTIVAL



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2008 SUNDANCE FILM FESTIVAL LAUNCHES ONLINE STORE IN TIME FOR HOLIDAYS

**Collectors' Items from Todd Oldham and Paul Frank
Among Limited-Edition Products Available**

Park City, UT— Sundance Institute announced today the launch of the 2008 Sundance Film Festival online store, featuring a new line of Festival-related merchandise. A wide selection of clothing and accessories is available for purchase at www.sundance.org/festival/store. All proceeds stay within the non-profit Sundance Institute, helping to support the Institute's year-round programs, such as the Directors' Labs, Screenwriter Labs, and Film Music Composer Labs. The 2008 Sundance Film Festival runs January 17-27, 2008 in Park City, Salt Lake City, Ogden, and Sundance, Utah.

Film Takes Place, this year's Festival theme, is an integral part of the design of this year's bags, posters, clothing, and collectibles. Merchandise highlights include an eco-friendly messenger bag designed by Todd Oldham, made from recycled vinyl banners from the 2007 Sundance Film Festival. "I love Sundance and it's mission to support independent artists from all walks of life," said Oldham. "I designed the huge banners that were used for the Sundance '07 festivities, and in the true spirit of Sundance, we've recycled them into one-of-a-kind flight bags, the sales of which support the Institute."

Also available this year are limited edition Paul Frank hoodies, Roots fleeces, burnout tees, thermals for men and women, hats and caps as well as children's wear. In keeping with Sundance Institute's green initiatives, tees made with 100% organic cotton by Alternative Apparel will also be for sale.

"Sundance Film Festival merchandise is always hugely popular; we know of people who have been collecting it since the Festival's inception. The online store is a natural extension of our outreach, providing consumers an easy shopping experience and a way to support our programs," said Jill Miller, Managing Director of Sundance Institute. "The products offered this year represents fresh and innovative designs in celebration of the films to be showcased this January."

In addition to the online store, merchandise will be available to Festival goers in Park City during the 2008 Festival at Headquarters (1895 Sidewinder Dr.), the Gateway Center (136 Heber Ave.), Eccles Theatre (1750 Kearns Blvd.), and the Talisker Gallery (515 Main Street).

The online store can be accessed at www.sundance.org/festival/store. Major credit cards are accepted. Orders placed by December 17 can be delivered by Christmas. Items are in limited supply, particularly special edition bags and posters. Order early!

2008 Sundance Film Festival Sponsors

The 2008 Sundance Film Festival sponsors help sustain Sundance Institute's year-round programs to support independent artists, inspire risk-taking, and encourage diversity in the arts. This year's Festival Sponsors include: Presenting Sponsors - *Entertainment Weekly*, Volkswagen of America, Inc., HP, and Adobe Systems Incorporated; Leadership Sponsors - American Express, Delta Air Lines, DIRECTV, and Microsoft Corporation; Sustaining Sponsors - 360 Vodka, Blockbuster Inc., ChaCha., L'Oréal Paris, The New York Times, Ray-Ban, Sony Electronics, Inc., Stella Artois®, Turning Leaf Vineyards, Utah Film Commission, and ZonePerfect® Nutrition Bars. Sundance Channel is the Official Television Network of the 2008 Sundance Film Festival.

Sundance Film Festival

Sundance Film Festival is the premier showcase for U.S. and international independent film. Held each January in Park City, Salt Lake City, Ogden, and Sundance, Utah, the Festival is a core program of Sundance Institute, a nonprofit cultural organization founded by Robert Redford in 1981.

Presenting dramatic and documentary feature-length films in nine distinct categories and approximately 80 short films each year, the Sundance Film Festival has introduced American audiences to some of the most innovative films of the past two decades. Since 1984, the Festival program has evolved to include music, art, and dialogue. Beyond the streets of Park City, the official website of the Sundance Film Festival, <http://www.sundance.org/festival> shares the Festival experience with a global audience with short films, filmmaker interviews, video episodes, podcasts, photos, news stories, and more.

Sundance Institute

Dedicated year-round to the development of artists of independent vision and to the exhibition of their new work, Sundance Institute celebrated its 25th anniversary in 2006. Founded by Robert Redford in 1981, the Institute has grown into an internationally recognized resource for thousands of independent artists through its Film Festival and artistic development programs for filmmakers, screenwriters, composers, playwrights, and theatre artists. The original values of independence, creative risk-taking, and discovery continue to define and guide the work of Sundance Institute, both with U.S. artists and, increasingly, with artists from other regions of the world.

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For images, please visit: <ftp://ftp.sundance.org>; Login ID: press; password: SFF08! (all caps).