

SUNDANCE FILM FESTIVAL TWENTYTEN

FOR IMMEDIATE RELEASE

December 21, 2009

Media Contact:

Amy McGee
(310) 360-1981
amy_mcgee@sundance.org

SUNDANCE FILM FESTIVAL ANNOUNCES ADDITION OF THREE FILMS

Award-Winning Filmmakers Gurinder Chadha, Lisa Cholodenko, and Galt Niederhoffer Return to the Festival with Latest World Premieres

PARK CITY, UT—Sundance Institute announced today the addition of three world premieres: Gurinder Chadha's *IT'S A WONDERFUL AFTERLIFE*, Lisa Cholodenko's *THE KIDS ARE ALRIGHT* and Galt Niederhoffer's *THE ROMANTICS*, to the films screening out of competition at the 2010 Sundance Film Festival. The Festival opens January 21 and runs through January 31 in Park City, Salt Lake City, Ogden, and Sundance, Utah. A complete list of films with their screening times is available at www.sundance.org/festival.

"When the opportunity to screen the latest films from three extremely innovative storytellers presented itself, we knew we could not deny our audiences," said John Cooper, Director of the Sundance Film Festival. "As an added bonus, all three are alumni of the Festival, so we are thrilled to be able to support them returning to Sundance with their newest work."

It's a Wonderful Afterlife (Director: Gurinder Chadha; Screenwriters: Paul Mayeda Berges and Gurinder Chadha)—A comedy centered on an Indian mother who discovers that finding the perfect son-in-law can be murder. *Cast: Shabana Azmi, Goldy Notay, Sendhil Ramamurthy, Sally Hawkins.*

Chadha has screened three films at the Sundance Film Festival: *Bend it Like Beckham* (2003), *What's Cooking?* (2000) and the short film *I'm British But...*(1992)

The Kids are Alright (Director: Lisa Cholodenko; Screenwriters: Stuart Blumberg and Lisa Cholodenko)—Two children conceived by artificial insemination bring their birth father into their family life. *Cast: Julianne Moore, Mia Wasikowska, Josh Hutcherson, Mark Ruffalo, Annette Bening.*

Cholodenko received the 1998 Waldo Salt Screenwriting Award at Sundance for *High Art*, and screened *Laurel Canyon* at the 2003 Festival.

The Romantics (Director and screenwriter: Galt Niederhoffer, based on her novel)—*The Romantics*, a zeitgeist love story and generational comedy, takes place over the course of one night at a deluxe seaside wedding. *Cast: Katie Holmes, Josh Duhamel, Anna Paquin, Adam Brody, Malin Ackerman, Elijah Wood, Candice Bergen, Jeremy Strong, Dianna Agron.*

Niederhoffer received the 2007 Sundance Audience Award for producing *Grace is Gone*. She also produced the Sundance Film Festival films *Lonesome Jim*, *Dedication*, *Diminished Capacity*, *Birds of America*, and *Hurricane*.

2010 Sundance Film Festival Sponsors

The 2010 Sundance Film Festival sponsors to date include: Presenting Sponsors—*Entertainment Weekly*, HP, Honda and Sundance Channel; Leadership Sponsors—American Express, Bing™, DIRECTV, G-Technology by Hitachi, Southwest Airlines and YouTube™; Sustaining Sponsors—ABSOLUT® VODKA, Blockbuster Inc., FilterForGood®, a partnership between Brita® and Nalgene®, L'Oréal Paris, Sony Electronics Inc., Stella Artois®, Timberland and Utah Film Commission. Their support will defray costs associated with the 10-day Festival and the nonprofit Sundance Institute's year-round programs for independent film and theatre artists. In return, sponsorship of the preeminent Festival provides these organizations with global exposure, a platform for brand impressions and unique access to Festival attendees: The 2009 Sundance Film Festival, attended by over 40,000 visitors, generated an overall economic impact of a record \$92.1 million and generated over \$18 million in media exposure.

Sundance Institute

Founded by Robert Redford in 1981, Sundance Institute is a not-for-profit organization that fosters the development of original storytelling in film and theatre, and presents the annual Sundance Film Festival. Internationally recognized for its artistic development programs for directors, screenwriters, producers, film composers, playwrights and theatre artists, Sundance Institute has nurtured such projects as *Angels in America*, *Spring Awakening*, *Boys Don't Cry* and *Born into Brothels*. www.sundance.org

###