



OJAI FILM FESTIVAL IS EXPANDING AND HAS TRANSFORMED INTO THE OJAI-VENTURA INTERNATIONAL FILM FESTIVAL IN 2009

January 15, 2009: The Ojai Film Festival has announced its plans to expand during its tenth year anniversary this year into the City of Ventura.

David Shor, Chairman & President of the fest said “The community of Ojai has been so generous and supportive of our film festival over the last ten years and as our festival grew in stature and attendance we have brought much notoriety and as a result much commerce and many visitors to Ojai. The Ojai Film Festival has been a win-win for the City of Ojai and its merchants and for the festival, and for that we are forever grateful. As we enter into our tenth year and with the ever increasing popularity of the festival, our board concluded that by increasing our venues and by expanding into Ventura, our festival can extend its reach and thereby bring our amazing programs of films and related events to a much wider audience and support base. We embarked upon a strategy to re-brand the Ojai Film Festival into a regional – destination film festival. This past year, with our partnership with the 5 Diamond Ojai Valley Inn & Spa, we experienced our biggest festival ever and visitors from all over the US, Europe and beyond came in to participate. Through our collaborative efforts with civic and business leaders throughout the region, 2009 was decided as the first step in the expansion process. While we will always be headquartered in and associated with the City of Ojai, this year we will begin the transformation and rebranding of the Ojai Film Festival into the Ojai-Ventura International Film Festival”.

Ventura Mayor Christy Weir said, "2009 will begin the collaboration between the cities of Ojai and Ventura, which will enhance the economic and arts development of both communities. The Ojai Film Festival has become the Ojai-Ventura International Film Festival. The Festival is celebrating its tenth anniversary this year and has premiered many major award-winning films, including Academy Awards, by screening independent films and showcasing filmmakers that "Enrich the Human Spirit Through Film". They will join forces with the Ventura community to regionalize the annual event and bring a greater cultural profile to benefit the Ventura/Ojai area artistically and commercially. Ventura welcomes this opportunity and looks forward to an exciting and rewarding collaboration and mutually beneficial annual event."

The Ojai-Ventura International Film Festival is planning its formal announcement event on February 22, 2009 in conjunction with its annual Oscar Party, which will be held for the first time in Ventura at the My Florist Winecafe & Bakery at 76 S. Oak Street. The Oscar Party & Announcement Event planning and collaboration involved the City of Ventura, Ventura Conference & Visitor's Bureau, Downtown Ventura Organization, Ventura Chamber of Commerce and others. Tickets will be available soon.



Contact: Ojai-Ventura International Film Festival

Email: info@ojaifilmfestival.com

Web: <http://www.ojaifilmfestival.com>