

SONOMA INTERNATIONAL FILM FESTIVAL

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SONOMA INTERNATIONAL FILM FESTIVAL MASCOT WINS BIG AT GOLDEN TRAILER AWARDS

(July 5, 2011; Sonoma, CA) – In front of every great film festival is a great film festival trailer. Thanks to Michael Wilde and his creative partners at ICA and PSYOP, the Sonoma International Film Festival (SIFF) and its mascot, Tippy, took top honors for both the ‘Best Film Festival Trailer’ and ‘Best Film Festival Poster’ categories at the Golden Trailer Awards on June 29th at the Music Box in Los Angeles, CA.

SIFF Executive Director Kevin McNeely was thrilled with the win. “Michael Wilde’s genius made Tippy come alive and he animated the wonderful spirit of the Sonoma International Film Festival where everyone enjoys the best in film, food and wine!” Wilde, a Sonoma resident and former SIFF Board Member, provided the creative direction for Tippy’s character.

Tippy, the French-accented, dancing wine bottle who hearkens back to the golden days of Hollywood and loves his wine as much as he loves film, was a smashing – albeit controversial – success at the 14th Annual Sonoma International Film Festival in April 2011. “I’m surprised that Tippy was somewhat controversial. I don’t know how anyone could become agitated by a little, animated wine bottle that dances and sings. But hey, it happened,” says Wilde. “Tippy must be likeable though – having been recognized not once but twice by the Golden Trailer Awards!”

According to the Golden Trailer website, “The Golden Trailer Awards recognize that Movie trailers play an increasingly important role in entertaining us and helping us determine where to spend our leisure time. The best trailers are works of art in their own right, expertly blending elements of cinema and advertising.” The Awards are judged by film industry professionals and recognize the creative people who make trailers for movies and film festivals.

To view the Tippy Trailer, visit the Sonoma International Film Festival website or go straight to Tippy’s Vimeo debut: <http://vimeo.com/22136392> And to see all nominees in the Film Festival Trailer category, visit the Golden Trailer website: <http://www.goldentrailer.com/awards.gta12.php>

About the Sonoma International Film Festival

The Sonoma International Film Festival is one of the top destination film festivals in the world and, located in the heart of Wine Country, is uniquely positioned to be a lively celebration of film, food and wine. An annual gathering for film industry insiders, cinema enthusiasts, filmmakers and critics, SIFF is considered among the most scenic and epicurean places to experience the art of film. Founded in 1997, the Sonoma International Film Festival is a five day international event that takes pride in showcasing emerging talent and featuring unreleased films.

SIFF is a 501(c)(3) non-profit organization. The Festival supports the Sonoma Valley High School Media Arts program established over a decade ago by the Sonoma Film Society. The 15th Annual Sonoma International Film Festival will take place April 11-15, 2012. For more information about the 2012 Festival, please contact SIFF:

Phone (707) 933-2600

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