

SONOMA INTERNATIONAL FILM FESTIVAL

FOR IMMEDIATE RELEASE

SONOMA INTERNATIONAL FILM FESTIVAL MASCOT NOMINATED FOR GOLDEN TRAILER AWARDS

(June 20, 2011; Sonoma, CA) – The Sonoma International Film Festival mascot, “Topsy,” and its creative team have been nominated for ‘Best Film Festival Trailer’ and ‘Best Film Festival Poster’ for the 12th Annual Golden Trailer Awards. Created by Michael Wilde and his colleagues at The Independent Creative Alliance (ICA) and PSYOP, Topsy was a smashing – albeit slightly controversial – success at the 14th Annual Sonoma International Film Festival in April 2011. "I'm surprised that Topsy 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. "Topsy must be likeable though - he has been nominated twice by The Golden Trailer Awards for Best Festival Trailer and Best Festival Poster!"

A French-accented, dancing wine bottle who hearkens back to the golden days of Hollywood, Topsy loves his wine as much as he loves film. Recognized as both an animated character in the Film Festival Trailer and as a movie-camera-toting cavalier in the Film Festival Poster, Topsy could take home both awards from the Golden Trailer Awards on June 29, 2011, at the Music Box in Los Angeles, CA. When asked about Topsy's origin, Wilde says, " 'How did I come up with Topsy?' Late one evening, I was enjoying a glass of Merlot and discovered Topsy. He said 'yes.' His agent said 'yes.' I guess you could say that Topsy created himself."

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 notables and recognize the creative people who make movie trailers. Each year, awards in 16 categories are presented during a 90-minute gala award show.

Michael Wilde, a Sonoma resident, believes that "every medium – from print to television to branded content – has the potential to express ideas that can change a brand forever." In keeping with this philosophy, his vision for Topsy has given SIFF a new face. To view the Topsy Trailer, please visit the Sonoma International Film Festival website or go straight to Topsy's Vimeo debut:

<http://vimeo.com/22136392>

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

www.sonomafilmfest.org

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