



For Immediate Release

MEDIA ALERT

MONTCLAIR FILM UNVEILS 2018 MONTCLAIR FILM FESTIVAL ARTWORK & CAMPAIGN

2018 Poster + Campaign entitled 'KEEP CONNECTING'

MARCH 19, 2018, MONTCLAIR, NJ – Montclair Film today unveiled the 2018 Montclair Film Festival poster and campaign. The poster, based upon the festival's 2018 theme 'Keep Connecting,' was designed by local graphic artist Stephanie Lee. The campaign was developed by Montclair Film Directors of Marketing Kelly Coogan Swanson and Lisa Ingersoll.

The art was created to illustrate the way in which the festival invites individuals to come together and connect, bringing their own unique points of view and stories to make a dynamic, diverse whole. Social media will feature the hashtags #MFF18 and #KeepConnecting for use in following festival activity.

"The Montclair Film Festival's programs are all about bringing people together through the power of storytelling," said Montclair Film Director of Marketing Lisa Ingersoll. "This year's campaign celebrates the way in which individual perspectives intersect with one another, building community through connection."

The 2018 Montclair Film Festival takes place April 26 through May 6 in Montclair, NJ. The complete festival program will be announced on Friday, April 6, with Member tickets available beginning at 10:00 am, Monday, April 9, at montclairfilm.org.

NOTE: The 'Keep Connecting' campaign art can be downloaded for use at bit.ly/MFF2018CampaignArt



ABOUT MONTCLAIR FILM

Montclair Film, a non-profit, tax-exempt 501(c)(3) organization, nurtures, and showcases the talents of filmmakers from around the region and world. Montclair Film unites, empowers, educates, and celebrates our region's diverse cultural heritage and robust artistic community by presenting engaging programs and events all year long. The seventh annual Montclair Film Festival will take place from April 26 through May 6, 2018. Montclair Film's year-round and festival programming is made possible through generous support from Investors Bank; Audible; Hackensack Meridian Health; the Horizon Foundation for New Jersey; Ashenfelter, Slous, Trembulak, McDonough, Golia & Trevenen, LLP; Chubb; Coldwell Banker Residential Brokerage; William H. Connolly & Co.; The Nature Conservancy, and others. Our programs are made possible by funds from the New Jersey Department of State, Division of Travel and Tourism, as well as the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts. For information about Montclair Film, visit www.montclairfilm.org

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