

# MONTCLAIR FILM

## MONTCLAIR FILM RECEIVES \$50K IN SUPPORT FROM CRAIG NEWMARK PHILANTHROPIES TO HELP SUPPORT 9TH ANNUAL MONTCLAIR FILM FESTIVAL

ADDITIONAL RECENT DONATIONS INCLUDE \$20.5K FROM  
NEW JERSEY DEPARTMENT OF STATE, DIVISION OF TRAVEL & TOURISM, AND  
\$15K FROM HORIZON BLUE CROSS BLUE SHIELD OF NEW JERSEY

**January 21, 2020** - Montclair Film today announces a \$50,000 gift from Craig Newmark Philanthropies for the 9th Annual Montclair Film Festival, to take place May 1-10, 2020. The support from the foundation of craigslist founder Craig Newmark will help the organization present stimulating new films that explore the world in meaningful ways.

“Through their power to tell stories, film and other arts have the ability to spark understanding and empathy, and that’s important to encouraging civic engagement,” said Newmark. “I’m proud to support Montclair Film as they bolster the New Jersey community, my home state, and our entire country in this way.”

The festival welcomes over 28,000 patrons annually to:

- Enjoy new films and rediscover classics;
- Interact and network with industry insiders;
- Learn about filmmaking and storytelling from directors, producers, and actors;  
and
- Celebrate the arts throughout the New Jersey community.

Montclair Film also received a Cooperative Marketing Grant of \$20,500 from the New Jersey Department of State, Division of Travel and Tourism, to help support the implementation of its 2020 marketing plan. This strategy includes promoting the signature spring film festival, year-round screenings and public programs at Cinema505, as well as classes and workshops at the Montclair Film Education Center.

Montclair Film's marketing efforts focus on attracting a geographically diverse audience of cultural tourists to explore Montclair's parks and gardens, restaurants, museums and galleries, retail establishments, and regional hotels. These efforts help to enhance the organization's reputation as the suburban epicenter for arts and culture in the New York Metro Area.

"Montclair Film is a trailblazer within our state and is helping New Jersey rise as a top destination for visual storytelling," said Jeffrey Vasser, Executive Director of the New Jersey Division of Travel & Tourism. "From hallmark events, like the Montclair Film Festival, to live performances and celebrity speaker series, Montclair Film brings the arts to residents and visitors of the state, and we're proud to have them as a strong partner."

In addition, Montclair Film received a grant of \$15,000 from Horizon Blue Cross Blue Shield of New Jersey. The donation, made through The Horizon Foundation for New Jersey, will be used to help fund this year's film festival.

"Horizon is pleased to support the important work being done by Montclair Film to promote a greater understanding, awareness, and appreciation of the art of filmmaking and the role that media arts and storytelling play in our community," said Jonathan R. Pearson, Executive Director of The Horizon Foundation for New Jersey.

"These donations will enable Montclair Film to continue our important work of connecting artists with audiences and bringing people together through film and storytelling," said Tom Hall, Executive Director of Montclair Film. "We are grateful to all of our sponsors and donors for their generous support of our mission, and we look forward to bringing another year of inspirational programs to our community."

Montclair Film strives to create a festival that reflects the diversity and wide-ranging interests of the community. With a depth of local talent in northern New Jersey, Montclair Film's programs have established the organization as one of the nation's leading regional film institutions.

### **About Montclair Film**

Montclair Film, a non-profit, tax-exempt 501(c)(3) organization connects filmmakers from around the region and world with audiences by presenting films and year-round programs that engage, educate, and entertain through the power of visual storytelling. The ninth annual Montclair Film Festival will take place from May 1-10, 2020. 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, among many others. Montclair Film provides unique and meaningful ways to engage with diverse, creative, and sophisticated audiences and seeks sponsors for its signature spring

film festival and other year-round programs that attract more than 46,000 annual attendees and generate more than 750 million media impressions yearly. For information about Montclair Film, visit [www.MontclairFilm.org](http://www.MontclairFilm.org)

### **About Craig Newmark Philanthropies**

Craig Newmark Philanthropies was created by craigslist founder Craig Newmark to support and connect people and drive broad civic engagement. It works to advance grassroots organizations that are getting stuff done in areas that include trustworthy journalism & the information ecosystem, voter protection, gender diversity in technology, and veterans & military families. For more information, please visit [CraigNewmarkPhilanthropies.org](http://CraigNewmarkPhilanthropies.org)

### **About The Horizon Foundation for New Jersey**

The Horizon Foundation for New Jersey is committed to working alongside those who can help us improve our neighbors' health, inform their health decisions and inspire them to lead healthier, more fulfilling lives. The Foundation's mission is to support organizations that make New Jersey healthier. The Foundation has three funding pillars, Caring, Connecting and Creating. Horizon Blue Cross Blue Shield of New Jersey is the sole member of The Horizon Foundation for New Jersey, both of which are independent licensees of the Blue Cross and Blue Shield Association. For more information, please visit <http://community.horizonblue.com>