



## Three NH Agencies Promote Hospitality, Tourism & Arts Group Partners With New Hampshire Film Festival

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Portsmouth, NH – In an unprecedented collaboration to support hospitality, tourism, and culture in the state, three major New Hampshire agencies have joined forces with the New Hampshire Film Festival to promote the film fest and the economic benefit it brings to New Hampshire's Seacoast Area.

The cross-promotional effort will include the NH Liquor Commission, the NH Division of Travel & Tourism and the NH Film & Television Office, a part of the NH Department of Cultural Resources. To support hospitality and tourism, the NH Liquor Commission has joined forces with film sponsors Francis Ford Coppola Winery, Absolut Vodka, and Moët & Chandon Champagne.

"The NH Film Festival has established itself as a destination cultural event," said Joseph Mollica, Chairman of the NH Liquor Commission. "It presents the opportunity to enjoy film and culture, and to enjoy an evening out at the many restaurants in the Seacoast. It creates a positive impact on the economy of this region and ultimately benefits the image and quality of life of the state as a whole."

"Simply put, NHFF is the highlight of the year for New Hampshire's independent film community," said Van McLeod, Commissioner of the NH Department of Cultural Resources, which oversees the NH Film & Television Office. "Our department has long supported this treasured cultural event and we are proud to again lend support in this new capacity."

"The film festival helps make NH even more of a destination in the fall," said Lori Harnois, Director of the New Hampshire Division of Travel & Tourism Development. "It's a cultural treasure for the state and working collaboratively to support NHFF is a win-win for NH tourism."

The promotional partnership between the three state entities and the non-profit film festival is a mutually beneficial collaboration that ultimately supports business, arts and culture in the state, according to Nicole Gregg, NHFF Executive Director.

NHFF drew an estimated 9,000 people to Portsmouth as well as media coverage from around the country when it celebrated its 10th anniversary in 2010. In 2011, NHFF is planned for Oct. 13 - 16 at a dozen venues in historic downtown Portsmouth including The Music Hall. The four-day fest features independent film from NH, the United States and the world, as well as educational seminars and networking events. It has drawn hollywood celebrities and indie film luminaries from around the world.

Working with the three state entities in such a collaboration is a benchmark for the non-profit NH Film Festival which has grown into one of NH's most prominent social and cultural happenings since starting in 2001 in Derry, NH as the NH Film Expo. It is now one of the largest independent film festivals held annually in the Northeast.

More information about the NH Film Festival is available at [www.nhfilmfestival.com](http://www.nhfilmfestival.com).

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### **About the New Hampshire Liquor Commission**

The NHLC operates retail locations throughout the Granite State and serves more than 9 million customers each year. Visit <http://www.LiquorandWineOutlets.com> to locate a store, search for product availability, learn about monthly sales, review wine tasting schedules, and sign up to receive significant savings with monthly Email Extras. More than \$2 billion in net profits have been raised for the state since the first store opened in 1934. NHLC is expecting to net an additional \$1 billion for the state in the next 10 years.

### **About the NH Division of Travel & Tourism Development**

The Division of Travel & Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, [www.visitnh.gov](http://www.visitnh.gov) administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit [www.visitnh.gov](http://www.visitnh.gov).

### **About the NH Department of Cultural Resources**

New Hampshire's Department of Cultural Resources includes the State Council on the Arts, the Film and Television Office, the Division of Historical Resources, the State Library and the Commission on Native American Affairs. The Department strives to nurture the cultural well-being of our state. From the covered bridges and traditional music of our past to the avant-garde performances and technological resources of today and tomorrow, New Hampshire's culture is as varied as its geography and its people. This strong cultural base—which truly has something for everyone—attracts businesses looking for engaged workforces, provides outstanding educational opportunities and creates communities worth living in. Learn more at [www.nh.gov/nhculture/](http://www.nh.gov/nhculture/).

### **About the NH Film & Television Office**

The New Hampshire Film & Television Office, as part of the New Hampshire Department of Cultural Resources, works to expand business activity and employment throughout the state by acting as a liaison between the film industry and an established network of government agencies, the state's film industry workforce, and local property owners. The office is responsible for location assistance, public relations and general production support in an effort to broaden the cultural and economic impact of film and television production in the state. For more information about film and television production in New Hampshire, call (603) 271-2220 or visit [www.nh.gov/film](http://www.nh.gov/film).

### **About NHFF**

The New Hampshire Film Festival is a four-day cultural experience set in the fall foliage of picturesque Portsmouth, NH. One of the largest film fests in New England, NHFF draws celebrities, Academy-Award winners, film industry veterans and local film lovers. NHFF offers workshops and discussions for young and new filmmakers to interact with industry pros and to learn the art and business of film. Held the weekend after Columbus Day, NHFF drew an estimated 9,000 attendees and 80 films in 2010. <http://www.nhfilmfestival.com>.