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Press Release

For Immediate Release

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## **Durango Film, An Independent Film Festival partners with Comcast Spotlight for a 4<sup>th</sup> Festival**

**DURANGO, COLORADO – January 29, 2015** –In partnership with [Durango Film, An Independent Film Festival](#), Comcast Spotlight will air 400 plus commercial spots on cable networks throughout all of New Mexico and Southern Colorado during the weeks prior to the 10<sup>th</sup> annual Durango Film festival. The spots feature the upcoming Film Festival, taking place March 4 – 8; has a secondary focus on visiting the city of Durango, and includes a prize package to be won by some lucky viewer. The prize package for two was put together by Durango Film, Durango Area Tourism Office and Comcast Spotlight and offers All Festival passes, lodging at The Rochester and Leland House Hotel, dinner at The Strater Hotel’s Mahogany Grille, Osprey Backpack products, and 2 lift tickets to ski Purgatory at Durango Mountain Resort. This partnership was developed in an effort to bring more visitors to Durango for the Festival in a typically slow season. Joanie Fraughton, Executive Director of Durango Film said that “We are delighted to partner once again with Comcast Spotlight and look forward to building our audience base with more film lovers from New Mexico. We have noticed increasingly more New Mexican visitors in recent years. It’s definitely our drive market and this partnership gives us more of a presence in a state that is very supportive of the art of filmmaking. It’s also a great way to celebrate both of our 10th anniversaries.” Durango based Comcast Spotlight Local Sales Manager, Heath Corley, stated that they were delighted to be a part of such a great annual event that brings the world to Durango. Each year the Festival showcases films that not only entertain, they bring new ideas, social and environmental issues and thought provoking concepts and ideas to light. Organizers for the 10<sup>th</sup> Annual Festival are busy gearing up for the 5-day event, with film selections now wrapped up, Durango Film will be presenting close to 100 films. The Festival will use the Gaslight Theatre, The Animas City Theatre and for the first time, one screen at the Durango Stadium 9 Theatres.

First Tier pass-holders will get a chance to meet Comcast Spotlight Representatives up close and personal at the Festival’s Opening Day Reception from 4-6:30 at The Palace Restaurant. For more information, please visit the Durango Film website at [www.durangofilm.org](http://www.durangofilm.org) and Comcast Spotlight at [www.comcastspotlight.com/markets/albuquerque](http://www.comcastspotlight.com/markets/albuquerque).

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