

FOR IMMEDIATE RELEASE

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Children's Film Festival Offers Media Guidance for Parents & Professionals

Rochester, NY, March 27, 2008 – The third annual Children's Film Festival, *Through the Eyes of a Child*, will again help Monroe County parents make appropriate viewing choices for their children with information from child development experts and free films during the month of April. The festival, coordinated by Children's Institute in collaboration with the Rochester High Falls International Film Festival, features free screenings of quality films at libraries, schools, child care centers, and Rochester Museum & Science Center, and special programs at the Dryden Theatre at George Eastman House International Museum of Photography and Film.

The festival kicks off with a panel of experts on April 1, 6:30 p.m. at Cornell Cooperative Extension, 249 Highland Avenue in Rochester. Three child development experts will address child care providers and educators on helping parents make good viewing choices for their children. "Parents' understanding of what their children are experiencing during and after watching television and films is as important as selecting and limiting the shows they see," said Dr. Stephen Munson, noted local child psychiatrist and panel member. This balance between understanding and limit setting will be among the topics covered in the panel discussion.

Throughout the month of April, the Children's Film Festival brings "films to familiar neighborhood settings, such as schools and libraries, that are within walking distance of where families live," said Ruth Cowing, Festival Director and Co-Programmer of the Rochester High Falls International Film Festival, adding that "films to be shown this year include shorts from around the world: from Ethiopia, France, Germany, Australia and Ireland." Parents who attend screenings will receive information about choosing entertainment for children, with suggested questions to help promote conversations with their children about the films' content. Libraries will also have DVDs of the traveling show, which can be signed out with a library card.

In its third year, the Children's Film Festival continues to be a growing collaborative effort of organizations and funding partners, said primary festival organizer Connie Valk of Children's Institute. The collaborative continues to create awareness of the violence children experience

children's
institute

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in the media and helps parents and caregivers choose child-safe programming. Outreach efforts this year include information for pediatricians and a segment on 292-BABY's Parent Talk program on Cable Station 4. The Festival is also a focal point of this year's Month of the Young Child, a celebration of children sponsored by the Rochester Association for the Education of Young Children (RAEYC).

The Children's Film Festival is supported by the Dr. and Mrs. James W. Sayre Fund at The Community Foundation, Target Stores, RAEYC, Child Care Council, RCN Family Child Care Satellites of Greater Rochester, Monroe County Library System, the Early Childhood Education Quality Council, the Hunter Institute for Young Children, Rochester Museum & Science Center, Children's Institute and the Rochester High Falls International Film Festival.

Incorporated in 1970, Children's Institute is a national not-for-profit organization based in Rochester. Its mission is to strengthen children's social and emotional health. Through sound research and evaluation Children's Institute develops and promotes effective prevention programs, materials and best practices for children, families, schools and communities.

Since its inception in 2001, Rochester High Falls International Film Festival has become one of the leading cultural events in Rochester and the surrounding region. The mission is to feature exceptional work of women in all areas of film, video and new media.

Rochester Association for the Education of Young Children (RAEYC) was founded in 1964 as one of 450 chapters of the national organization, NAEYC. The group sponsors professional development seminars and workshops to a membership of over 400 early childhood professionals, and provides teachers and caregivers resources and referrals in the area of child development.

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Children's Film Festival

Shorts from Ethiopia, France, Australia, Germany, Ireland and the U.S.!
Curated by Ruth Cowing, Festival Director & Co-Programmer
Rochester/High Falls International Film Festival

WHAT MAKES ME HAPPY: AMRAN'S FILM

- Directed by Aida Ashenafi
- When Amran's camel becomes sick, it takes a village to solve the problem!

RICOCHET

- Directed by V. Sarah Gurevick
- France/Italy, Cinemamondo Award, 2007
- When a group of children exclude a young boy from a game of marbles, his response is one of giving.

ON THE FARM

- Directed by Sarah Klein, music by Orange Sherbet
- U.S.
- A happy sing-a-long animation with some favorite animals on the farm

LETTING GO

- Directed by Dan Masucci
- U.S.
- When it's time to put "blanky" in the cedar chest, it's Dad that has the tough time!

DOG

- Directed by Sophie Ohara
- U.S., student film
- A gentle pencil animation about a dog helping a young girl to wake from her slumbers

RUBY WHO?

- Directed by Hailey Bartholomew and Natala Stuetz
- Australia
- Ruby spends her day wishing for what everyone else has, but finds in the end that material possessions can often be too much to bear!

TAURO

- by Matthias Daenschel
- Germany
- A bull comes to life on an ancient cave dweller's wall, reinventing himself as he races through history.

LUKA

- by Adrienne Michel-Long
- Ireland
- It's fascinating to watch what unravels when one boy pursues a loose balloon!

Schedule of Children's Film Festival Events

All events are free of charge unless specified.

Date/Time	Event	Place
April 1, 2008 6:30 p.m.-9:00 p.m.	Rochester Association for the Education of Young Children Kick-Off and Panel Discussion	Cooperative Extension Auditorium 249 Highland Avenue Rochester, NY 14620
April 5, 2008 11:00 a.m.	Film Screening	Rochester Childfirst Network 941 South Avenue Rochester, NY 14620
April 8, 2008 6:30 p.m.	Film Screening	Rush Library 5977 E. Henrietta Road Rush, NY 14543
April 9, 2008 4:30 p.m.	Film Screening	Arnett Branch Library 310 Arnett Boulevard Rochester, NY 14619
April 11, 2008 11:00 a.m.	Film Screening	Child Care Council, Inc. 5995 Big Tree Road, Suite J Lakeville, NY 14480
April 12, 2008 1:00 p.m.	Film Screening	Brockport Library 161 East Avenue Brockport, NY 14420
April 15, 2008 2:00 p.m.	School Vacation Family Screening (\$2 a person, \$6 maximum for a family)	Dryden Theatre George Eastman House 900 East Avenue Rochester, NY 14607
April 15, 2008 2:00 p.m.	Film Screening	Sully Branch Library 939 Bay Street Rochester, NY 14609
April 16, 2008 11:00 a.m.	Film Screening	Child Care Council, Inc. 1173 East Union Street Newark, NY 14513
April 16, 2008 2:00 p.m.	School Vacation Family Screening (\$2 a person, \$6 maximum for a family)	Dryden Theatre George Eastman House 900 East Avenue Rochester, NY 14607
April 16, 2008 2:30 p.m.	Film Screening	Lincoln Branch Library 851 Joseph Avenue Rochester, NY 14621
April 17, 2008 All day	Continuous Loop of Films (Free with entry fee)	Rochester Museum & Science Center 657 East Avenue Rochester, NY 14607
April 18, 2008 All day	Continuous Loop of Films (Free with entry fee)	Rochester Museum & Science Center 657 East Avenue Rochester, NY 14607
April 18, 2008 10:00 a.m.	Film Screening	Highland Branch Library 971 South Avenue Rochester, NY 14620
April 18, 2008 11:00 a.m.	Film Screening	Child Care Council, Inc. 595 Blossom Road, Suite 120 Rochester, NY 14610
April 22, 2008 1:00 p.m.	Film Screening	Monroe Branch Library 809 Monroe Avenue Rochester, NY 14607