



MEDIA RELEASE
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For Immediate Release
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22ND ANNUAL HONOLULU RAINBOW FILM FESTIVAL HONOLULU, HAWAI'I MAY 12-15, 2011

HONOLULU – In 2011, the Honolulu Rainbow Film Festival (HRFF) celebrates its 22nd continuous year, making it one of the longest-running and well-respected Lesbian, Gay, Bisexual and Transgender (LGBT) film festivals in the country. Sponsored by the Honolulu Gay & Lesbian Cultural Foundation (HGLCF), the festival has presented hundreds of documentaries, feature films, shorts and animations from around the world, with special consideration given to Hawai'i-based filmmakers. The HRFF has an excellent reputation in the film festival community and has been the venue for both U.S. and world film premieres.

In memory of Adam Baran, this year's festival will once again be held at the Doris Duke Theatre, Honolulu Academy of Arts from May 12-15. The complete film schedule will be released on hglcf.org on Friday, April 15. Festival passes are on sale now on the website and general ticket sales will begin on Monday, April 25. Special advanced ticket sales will be available during "Phoenix" at Rumfire – Sheraton Waikiki on Sunday, April 24 from 7:00 – 9:00 PM.

This year's festival is honored to present four world premieres. The HRFF will screen a total of 13 feature-length films, including three documentaries, as well as 16 short films, from Canada, Germany, Singapore, U.K. and the U.S. Four films were official selections at Sundance 2011, five were at Berlinale 2011, and one each was at the BFI London Lesbian & Gay Film Festival, Paris Lesbian and Gay Film Festival and Toronto International Film Festival (2010). The HRFF will welcome nearly 20 filmmakers, actors and representatives from seven of the films in the festival this year.

Last month, the HRFF ran a sweepstakes to Hawai'i on OutTraveler.com, the premier national website for LGBT travel, and received over 6,400 entries over the two-week contest period. In addition, consumer promotions were held in Los Angeles and San Francisco to increase awareness of and exposure for the annual four-day festival.



The 22nd annual HRFF is sponsored by Aqua Hotels & Resorts, Bank of Hawai'i, Hula's Bar & Lei Stand, Equality Hawai'i, Panda Travel, Vacations Hawai'i and Whole Foods Kahala. This year's festival also received support from the Hawai'i Tourism Authority and the City & County of Honolulu.

Festival & Foundation Information

Established in 1989 as the Adam Baran Honolulu Gay and Lesbian Film Festival, the HRFF has programmed films that have gone on to win Peabody and Emmy awards, such as the documentary, DADDY AND PAPA. HRFF has worked with PBS Hawai'i to program LGBT content documentaries. In 2008, a pilot Neighbor Island Outreach in Hilo on the Big Island of Hawai'i began. The success of the HRFF over the years is attributed to deep community involvement and great partners to help achieve its goals. For over two decades, the HRFF has been inspiring community and civic engagement through its programming and special events.

The HGLCF, founded in 1997 by Honolulu businessman, Jack Law, is a non-profit 501(c)3 organization whose mission is to educate and raise awareness of the community-at-large about gay & lesbian culture, arts and lifestyle. The HGLCF also works towards instilling a sense of pride and respect among members of the gay community, as well as to highlight the unique cosmopolitan ambiance of the city of Honolulu.

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