



FOR IMMEDIATE RELEASE: February 26, 2016

MEDIA CONTACT: Ben Reiser | Film Festival Coordinator | [ben.reiser@wisc.edu](mailto:ben.reiser@wisc.edu) or [info@wifilmfest.org](mailto:info@wifilmfest.org) | 608-262-6578

WISCONSIN FILM FESTIVAL GENERAL WEBSITE: [wifilmfest.org](http://wifilmfest.org)

2016 SPECIFIC WEBSITE: [2016.wifilmfest.org](http://2016.wifilmfest.org) (additional info coming soon)

PUBLICITY PHOTOS & LOGOS: <https://uwmadison.box.com/WIFilmFest2016publicity>

## Wisconsin Film Festival Overview – April 14-21, 2016

**Madison, Wis.** – The Wisconsin Film Festival (“Festival”) is presented by the University of Wisconsin-Madison Arts Institute in association with the Department of Communication Arts and is the largest university-managed film festival in the nation showing an average of 150 films over eight days with an average attendance of 25,000-30,000.

The Festival is known for its diverse film offerings including American independent, international cinema, documentaries, experimental and avant-garde, restored classics, the Wisconsin’s Own Competition (selections featuring filmmakers/cast, themes or settings that have Wisconsin connections) and Children’s Cinema: Big Screens, Little Folks and features a variety of shorts in addition to feature-length films. Further information can be found at [wifilmfest.org](http://wifilmfest.org).

This year, the Festival will have the 2<sup>nd</sup> annual First Look at the Fest on **March 16** (more details below). In addition, on the opening day, **April 14**, only one film will be shown at one venue, the Barrymore Theatre. During the opening night festivities, the public will have an option to attend the opening reception (includes the Wisconsin’s Own Golden Badger Awards ceremony), the film and/or post party.

### **Film Guide – March 17**

The Film Guide will be released in the **Thursday, March 17** edition of *Isthmus*. The printed guide will be available in different locations around the Madison area, including local library branches, the Festival’s theater venues and box office, various Hilldale merchants, coffee shops, etc. The 2016 Film Guide will also be available online at [2016.wifilmfest.org](http://2016.wifilmfest.org) in March.

### **Tickets**

- \$10 General public
- \$8\* Students, Seniors (65+), UW Faculty/Staff and Military Personnel
- \$5 All Big Screens, Little Folks films
- \$300 All Festival Pass

302 LATHROP HALL • 1050 UNIVERSITY AVENUE • MADISON, WISCONSIN 53706

T 877-963-3456 or 608-262-9009 • [info@wifilmfest.org](mailto:info@wifilmfest.org) • [wifilmfest.org](http://wifilmfest.org) • [twitter.com/wifilmfest](https://twitter.com/wifilmfest) • [facebook.com/wifilmfest](https://facebook.com/wifilmfest)

Presented by the University of Wisconsin–Madison Arts Institute in association with the Department of Communication Arts

- Tickets can be purchased starting at **noon** on **Saturday, March 19** online, visiting the below box office location or by calling 608-265-2933 during box office hours.

For consumers purchasing tickets online, they will need to have their account **user name** and **password**. For first-time users of the system, they will be required to create an account before checking out.

*\*Special pricing for students (any high school, college or university), seniors (65+), current UW or UW faculty/staff and military personnel with valid ID. All discounted tickets are subject to verification – please carry a valid ID. Only four discounted tickets allowed per screening, per transaction.*

## **Box Office**

### **Union South Box Office (closed Sundays, except April 17):**

1308 W. Dayton St. | Madison

- Opening Day of ticket sales: Saturday, March 19 | noon-7 p.m.
- March 21-April 14: Monday-Saturday | noon-7 p.m.
- April 15-17: One hour before the first film of the day begins up until ½ hour after the last film of the day begins
- April 18-21: The Union South Box Office will be closed for the remainder of the Festival, and tickets will be available only where films are being shown

Note: the Union South Box Office is the only place to buy tickets to any of the films, no matter the venue location. At each venue, people can also buy tickets for films that are being shown at that specific location and day.

## **Theater Venues**

### **UW-Madison campus:**

- Cinematheque - 4070 Vilas Hall | 821 University Ave.
  - (April 15-17)
- Chazen Museum of Art – Auditorium | 750 University Ave.
  - (April 15-17)
- Union South Marquee | 2<sup>nd</sup> Floor, 1308 W. Dayton St.
  - (April 15-17)

### **City of Madison:**

- Barrymore Theatre | 2090 Atwood Ave. (NEW LOCATION)
  - (April 14-20)
- Madison Museum of Contemporary Art | 227 State St.
  - (April 15-17)
- Sundance Cinemas – Carmike Cinemas | 430 N. Midvale Blvd.
  - (April 15-21)

## **First Look at the Fest – March 16**

Wednesday, March 16, 2016 | 7-9:30 p.m.

Sundance Cinemas – Carmike Cinemas, Hilldale | 430 N. Midvale Blvd. | Madison

Cost: \$40 in advance, \$50 at the door



**First Look at the Fest** is an annual fundraiser benefiting the Real Butter Fund. Attendees have an opportunity to peruse the Film Guide the night before it hits the stands in the March 17 issue of *Isthmus* and purchase up to two tickets per screening before tickets go on sale on March 19. Event includes curated Festival trailers, appetizers from Hilldale-area merchants, silent auction and more.

### **Wisconsin Film Festival News & Social Media accounts**

To stay informed of any updates and learning about some of the films shown during the Festival, film enthusiasts are encouraged to sign for the Festival's Newsreel or follow the Festival's social media accounts: **@wifilmfest** ([Facebook](#), [Instagram](#) and [Twitter](#)).

The Newsreel is sent approximately once a week from mid-February through the end of April. During the rest of the year it's sent out approximately on a monthly basis.

### **Economic Impact**

\$1.17 million in direct economic impact to the Madison area in 2013.\*\*

\*\*Report from the Greater Madison Convention and Visitors Bureau

---

###