

FOR IMMEDIATE RELEASE  
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**THE HILL COUNTRY FILM FESTIVAL ANNOUNCES CALLS FOR ENTRIES**

The Hill Country Film Festival is now accepting submissions for its second annual festival to be held April 28-30, 2011 at the Stagecoach Theater in Fredericksburg, Texas. HCFF accepts features, shorts, documentaries, animation and music videos.

Films can be submitted for consideration through Withoutabox (search for event "Hill Country Film Festival") or via the official website: [www.hillcountryff.com](http://www.hillcountryff.com).

In conjunction with a new season of films, HCFF has partnered with a California-based distribution company, Indie Media Entertainment (IME). IME offers indie filmmakers the ability to have online VOD rentals, including being the first to bring VOD rentals to mobile devices such as iPad, iPhone and iPod Touch. As well as providing strong personal branding power, analytics to track ROI and monthly royalty payments, IME offers traditional distribution avenues such as theatrical release, DVD rentals/sales, cable TV, ancillaries and more.

Indie Media Entertainment actively supports indie communities: indie filmmakers, film programs, organizations and film festivals. IME plans to sponsor an award at this year's Hill Country Film Festival and will consider possible distribution options for "Officially Selected" films that screens at this year's fest.

*With all the struggles that independent filmmakers go through for the love of their film, our partnering with IME will not only give those films the opportunity to find a wider audience, but will strengthen the community and culture of the Hill Country Film Festival. - Chad Mathews*

**ABOUT HCFF:**

HCFF is the vision of its director Chad Mathews, an actor, screenwriter, producer and native Texan. Having participated in the film festival circuit, Mathews came to love the camaraderie and shared respect of those who are committed to the art of independent filmmaking.

In its inaugural year, HCFF screened 46 films, including 6 features and 40 shorts. In support of HCFF's mission to blend the unique artistic culture of the Texas Hill Country with the independent film world, roughly 25% of last year's films were either shot and/or produced in Texas.

*The appeal of the Texas Hill Country, with its authentic culture, picturesque setting and welcoming spirit is ideal for cultivating an annual world-class, "destination" film festival. – Chad Mathews*

**CONTACT & MORE INFORMATION:**

[www.hillcountryff.com](http://www.hillcountryff.com) | [www.withoutabox.com](http://www.withoutabox.com) | [www.watchime.com](http://www.watchime.com)

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