

FOR IMMEDIATE RELEASE
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Contact: Texas Archive of the Moving Image
512.485.3073 | round-up@texasarchive.org

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HILL COUNTRY FILM FESTIVAL TO TEXAS FILM ROUND-UP

AUSTIN, Texas (February 3, 2011) – The Texas Archive of the Moving Image (TAMI) announced today that Hill Country Film Festival (HCFF) will host Texas Film Round-Up, a program providing free digitization for Texas-related moving image. Festival attendees and hill country residents should start gathering their films and videos for drop-off at the 2010 HCFF at the Stagecoach Theater on Saturday, April 30, 2011.

The Texas Film Round-up offers free film and video digitization service to anyone with Texas-related film or video who is able to contribute an electronic copy of their materials to TAMI's video library: www.texasarchive.org. The program welcomes home movies, industrial films, educational films, advertisements, local television, feature films and more. Film and video donations will be returned to contributors after digitization— along with two DVD copies (or digital files) of the donations, and information about safe media storage.

“We encourage all hill country residents to start looking for films and videos that might qualify for the program,” said TAMI Founder and Executive Director Caroline Frick. “Whether it’s a home movie of a local parade or an advertisement for a family business, we’re looking for any moving pictures that help to tell the story of our state.”

Winner of the 2010 American Association of State and Local History’s Leadership in History Award of Merit and WOW Award, the Texas Film Round-Up is a partnership between TAMI and the Office of the Governor’s Texas Film Commission. Since the program’s inception in 2008, the organization has digitized over 5,000 films and has made over 600 available for free viewing at www.texasarchive.org.

TAMI is an independent non-profit organization founded in 2002 to discover, preserve and make accessible, and serve community interest in Texas’ moving image heritage. More information on the Texas Film Round-Up can be found at www.texasfilmroundup.org or by contacting (512) 485-3073 or round-up@texasarchive.org.

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