



Hill Country Film Society and Fritztown Cinema to Screen Documentary **ALIVE INSIDE**

Screening Presented by Knopp Healthcare Services

AUSTIN, Texas (Feb. 1, 2018) – The Hill Country Film Society, a non-profit organization committed to providing year-round independent film programming and education in the Texas Hill Country and host to the annual [Hill Country Film Festival](#) in Fredericksburg, Texas, on April 26-29, 2018, has partnered with [Fritztown Cinema](#) and [Knopp Healthcare Services](#) to host a screening of [ALIVE INSIDE](#) (d. Michael Rossato-Bennett, U.S.) as part of Indie Film Series.

WHAT: **ALIVE INSIDE** is a documentary film that follows social worker Dan Cohen, founder of the nonprofit organization [Music & Memory](#), as he fights against a broken health-care system to demonstrate music's ability to combat memory loss and restore a deep sense of self to those suffering from it.

Director Rossato-Bennett visits family members who have witnessed the miraculous effects of personalized music on their loved ones, and offers illuminating interviews with experts including renowned neurologist and best-selling author Oliver Sacks (*Musicophilia: Tales of Music and the Brain*) and musician Bobby McFerrin ("Don't Worry, Be Happy"). **ALIVE INSIDE** was awarded the Audience Award - Documentary at the 2014 Sundance Film Festival.

Activity Director Larry Diaz from Knopp Healthcare Services will be in attendance to share how the Music & Memory program has impacted their residents and answer questions about the program.

Information on upcoming indie screenings at Fritztown Cinema can be found on HCFF Event page at: <http://www.hillcountryff.com/home/events/>.

WHEN: Sunday, March 18, at 5:30 p.m. Doors will open at 5:15 p.m.

WHERE: Fritztown Cinema, 2254 Highway 87 South, Fredericksburg, Texas.

COST: Free; donations will be accepted benefiting the Hill Country Film Society.

Tweet This

@HC_Film_Fest & @FritztownCinema to host screening of documentary feature film ALIVE INSIDE on 3/18.

About Hill Country Film Society

The Hill Country Film Festival, created in 2010 to celebrate and showcase filmmakers from Texas and around the world, quickly evolved into a non-profit organization with a broader vision. The Hill Country Film Society not only hosts the annual festival, but provides year-round independent film programming in the Texas Hill Country as well as education in the art of independent film. Its mission is to encourage discovery through visual storytelling and create experiences that educate, inspire and engage. The society relies on its sponsors and members to help achieve its mission and ensure the future of film as part of a vibrant, creative culture. For more information, visit www.hillcountryff.com/film-society/.

About Hill Country Film Festival

Set in Fredericksburg, Texas, the Hill Country Film Festival (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. HCFF was created to celebrate and showcase filmmakers from Texas and around the world and is annually presented by the Hill Country Film Society, a 501(c)3 non-profit organization. For more information, visit www.hillcountryff.com.

About Fritztown Cinema

Newly licensed for beer and wine sales, Fritztown Cinema, owned and operated by Sloan Ruth, is welcoming movie fans to its location at 2254 Highway 87 South in Fredericksburg, Texas. For more information, visit www.fritztowncinema.com or www.facebook.com/fritztowncinema.

About Knopp Healthcare Services

Knopp Healthcare Services, Inc., has been dedicated to providing exceptional care in Fredericksburg, Texas, and the surrounding communities since 1965. Located in the heart of the Texas Hill Country, our family owned and operated healthcare establishment strives to provide the highest quality of care with innovative programs and services. We are dedicated to meeting the needs of our residents, their families, and the community. For more information, visit www.knopphealthcare.com.

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