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IRA AND ABBY PULLS IN AN AUDIENCE

**OPENING NIGHT FILM BREAKS AIFF BOX
OFFICE HISTORY**

Anchorage AK – The Anchorage International Film Festival (AIFF) opens the festival in a big way. With its Opening Night Film, Ira and Abby, the festival SOLD OUT its box office for the first time in AIFF history. The festival is in its 7th year and is experiencing audience growth at all of its events this year. Founder and Director of Programming, Tony Sheppard says, “With nearly 450 submissions this year, it’s clear filmmakers are looking at Anchorage and the film festival as a way to reach new audiences and we’re very happy to accommodate them.” In addition to audience growth, the festival continues to include more diverse audiences every year. Two new programs are being added: OutFest and Cine Espanol. OutFest is bringing films to the gay and lesbian community of Alaska while Cine Espanol is reaching out to the Spanish speaking community. Sheppard says, “It’s exciting to bring a film to Alaska and have a viewer watch the movie in their home language.” With nine days left of the festival, organizers expects thousands of more people to come out of the cold to watch these... “films worth freezing for!”

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