

# PRESS RELEASE

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**Film Festival handed over to new leadership.**  
*Rotary passes the torch to the Active 20-30 Club of Redding*

**Redding, CA (August 31, 2011):** After three years of delighting audiences with unique and creative, locally produced films and photography, the Redding Rotary Club has transferred ownership of the festival to the Active 20-30 Club of Redding. Both Rotary and the 20-30 Club are committed to seeing the Sundial Film Festival continue to showcase local talent for years to come. This year’s festival is already seeing interest from filmmakers, photographers and event goers. “We are glad to see a younger generation stepping forward to take over this event. They are the generation that has taken to the technology which makes local film festivals like this possible”, says Rotary past president Mark Lascelles. The Rotary Club of Redding is committed to continuing to bring cultural events to the community.

The Active 20-30 Club is a community service organization run by young adults ages 21-39 whose objective is for personal growth, leadership skills and raising money for local youth as well as provide fun, educational and character building activities for youth to participate in. Lucky Jesrani, current president of the 20-30 Club says, “The Active 20-30 Club of Redding could not be more enthusiastic about becoming the new group to put on this Film Festival. We are very thankful to Redding Rotary for bestowing our club with this opportunity and we look forward to continuing their many years of success with this event.”

Since 2009, the Sundial Film Festival has been an annual celebration and showcase of local photography and film making talent for the inspiration and entertainment of all who attend. All films and photos shown are created by local artists or were shot locally. The films can range from serious documentaries to humor-

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ous, scary, or bizarre and have been created using live action as well as stop action and computer animation techniques. Much of the attention of the festival centers on the films but the photography category has shown that our region has some deeply talented photographers as well and each year inspires new photographers to take up a camera and be creative.

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