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First West Hollywood International Film Festival Debuts at Regency Theaters and House of Blues

More than 100 films to be screened July 29-August 1

WEST HOLLYWOOD, CA – The inaugural West Hollywood International Film Festival (WHIFF), presented by Deluca Entertainment, premieres July 29 in West Hollywood.

The four-day festival is the first of its kind in the City of West Hollywood and will showcase more than 100 films from around the world. In addition to a prestigious award, the first place winner will receive the Hollywood Golden Star and a filmmaker's bonanza, the grand prize of 10,000 feet of Fuji film stock.

The Festival will host a noon press conference with Alan Rosenberg, president of the Screen Actors Guild on July 30 at the House of Blues on Sunset Blvd.

Festival-goers will enjoy screenings at various landmark venues, including the iconic House of Blues, the Writer's Guild Theater in Beverly Hills and the Regency Theaters on Fairfax and will be automatically entered to win an all-inclusive trip to Costa Rica with every ticket purchased.

The funds raised will benefit the Bob Hope Hollywood USO at LAX, a non-profit organization that provides support and services to American troops and their families.

WHIFF celebrates the global impact of Hollywood on the international film community by providing an opportunity for writers, producers, directors and actors from various backgrounds and cultures to unite and share cutting-edge films from across the globe.

“As a U.S.-based filmmaker and producer, it's important to showcase the influence that Hollywood has on the international film market,” said Martin Deluca, founder and president of WHIFF. “WHIFF is a celebration of Hollywood's talent and an effort to return film productions to the stage that connected the world with motion picture art.”

Various film panels will take place, and include guests such as directors Paul Lynch and Armand Mastronianni, Allan Rosenberg President of SAG, actors Robert Easton, Elaine Hendrix, Barbara Niven, Julie Andrews, Xaviera Hollander, and Antonio Sabato Jr. A special musical performance by “Cipes and The People” takes place on July 30. The festival runs

through Aug. 1, with opening night celebrations at One Sunset Restaurant at Sunset Blvd and closing ceremony at Republic Restaurant in West Hollywood.

For more information and to purchase festival tickets and passes, please visit www.whiff2008.com. Tickets will also be available at the venues. To learn more about sponsorship opportunities, call 424-288-4536.