

Alliance Française FRENCH FILM FESTIVAL

PRESS RELEASE

Alliance Française French Film Festival New Zealand
Wednesday 4 March 2015. For immediate release.

Christchurch festival successfully launches

The ninth annual Alliance Française French Film Festival successfully launched in Christchurch last Thursday and will run until 15 March 2015 at Hoyts Cinemas Northlands.

The Alliance Française French Film Festival has firmly established itself as the largest French cultural event on New Zealand's national cultural calendar. Following more than a six-fold increase in attendance figures since 2012, the festival is one of the largest and fastest growing French film festivals outside France.

Special events

An additional week of screenings has been added to the Christchurch festival this year, including several special events. The key special events are as follows:

If Music Be The Food of Love featuring the Christchurch première of *The Last Hammer Blow*

Thursday 5 March, 5:30pm drinks reception and live music for 6:30pm film screening.

A film about a young boy who meets his estranged father – a well-known orchestra conductor – who is in town conducting Mahler's Sixth Symphony. Proudly sponsored by local travel agency France the French Way.

Apocalypse WWI: Q+A with producer Josette D. Normandeau

Sunday 8 March, 11:00am.

Celebrate International Women's Day with a screening of *Apocalypse WWI: Part One* followed by an exclusive Q+A with special guest, Canadian producer Josette D. Normandeau. Produced using more than 500 hours of remarkable and fully colourised archive footage, much of it previously unseen, *Apocalypse WWI* brings to life the memories and the experiences of World War One with a sensitive, intimate approach.

Let Them Eat Cake! featuring the Christchurch première of *Gemma Boverly*

Sunday 8 March, 5:30pm reception for 6:30pm film screening.

In celebration of International Women's Day, the festival is joining forces with We Built This City for a very special screening of *Gemma Boverly* by Anne Fontaine, starring English superstar Gemma Arterton. All ticket-holders are invited to enjoy a complimentary Perrier, Monin or Soul 'mocktail' on arrival, followed by a slice of mouth-watering gâteau from the cake banquet, put together by well-known local chefs and businesses.

All special events will take place at Hoyts Cinemas Northlands. Ticketing pricing, information and further details on the festival can be found on the official website, www.frenchfilmfestival.co.nz

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The ninth annual Alliance Française French Film Festival runs in Christchurch from 26 February to 15 March 2015. Interview requests with Josette D. Normandeau and Festival Director Sarah Reese can be sent to Kailey Carruthers, the festival's Marketing and Communications Manager, on communications@frenchfilmfestival.co.nz or on +64 4 894 12 03.