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Press Contacts: Carol Marshall
Carol Marshall Public Relations
Ph - 818/760-6450
Carol@cmarshallpr.com

**JAMES CAMERON TO RECEIVE FAMED MODERN MASTER AWARD AT THE
25TH SANTA BARBARA INTERNATIONAL FILM FESTIVAL**

Santa Barbara, CA – James Cameron has been selected to receive the Santa Barbara International Film Festival's highest honor, *The Lucky Brand™ Modern Master Award*, it was announced by SBIFF Executive Director Roger Durling. The Tribute will take place on Saturday, February 6, 2010, at the historic Arlington Theatre.

The Lucky Brand™ Modern Master Award is the highest honor presented by SBIFF. Established in 1995, it was created to honor an individual who has enriched our culture through his/her multi-faceted accomplishments in the motion picture industry. Cameron joins an illustrious group of past recipients including Michael Douglas, Jodie Foster, Sir Anthony Hopkins, Diane Keaton, Sean Penn, Jeff Bridges, Peter Jackson, George Clooney, Will Smith, Cate Blanchett and Clint Eastwood.

"James Cameron is one of the most visceral storytellers working in cinema today and AVATAR is one of the most ambitious projects ever," comments SBIFF Executive Director Roger Durling. "Because of his high aspirations and film achievements, James Cameron is not only the perfect Modern Master for our 25th anniversary, but one for the ages."

A true man of all seasons within the cinematic world, James Cameron works at every level in making his films. The many hats that Cameron dons range from Art Direction, Production Design, Editor, Writer, Producer and Director, to name a few. The story goes that after seeing 'Star Wars' he quit his job as a truck driver to write movies. As a writer, director and producer, Cameron has created some of this generation's greatest films. He made his mark with the unforgettable "*The Terminator*" and has entertained worldwide audiences with such critically-acclaimed films as "*The Abyss*," "*Aliens*," "*True Lies*," "*Titanic*," and this winter's highly-anticipated "*Avatar*." He's a dedicated and honest filmmaker who continues to forge ahead for the sake of art, even to the extent of inventing new technology, such as the new generation stereo imaging camera called "The Fusion Camera."

The festivities will take place at the historic Arlington Theatre Saturday, February 6, 2010. Tickets for the Lucky Brand™ Modern Master Award are available now, discounted 20% until November 30 and can be purchased through www.sbfilmfestival.org or by calling 805.962.8543. Mini-Paks for the festival (NOT passes) are discounted 20% until November 28, while Festival Passes and Packages are currently discounted at 15% and on sale exclusively at www.sbfilmfestival.org and 805.962.8543. Ticketing fees will apply for all Film Festival Passes, Mini-Paks and event tickets.

4605 Lankershim Blvd, Suite 102 North Hollywood, CA 91602
(P) 818.760.6450 (F) 818.760.6481

Carol Marshall

public relations

The Santa Barbara International Film Festival is set to run February 4- 14, 2010. Now in its 25th year, SBIFF is a non-profit organization dedicated to enriching local culture and raising consciousness of film as an art form and continues to be an essential stop on the road to the Oscars. SBIFF presents quality American Independent, Spanish and Latin American, European, World and Documentary cinema, as well as nature and surf films, all within the beautiful setting of downtown Santa Barbara, a perfect backdrop and premier tourist destination. SBIFF is also committed to education through its 10-10-10 youth filmmakers project, Field Trip to the Movies, and educational seminars. With a projected audience of over 70,000 viewing more than 200 films over its eleven-day run, SBIFF attracts an eclectic and diverse consumer base, both locally and nationally, while maintaining strong ties with the entertainment industry in nearby Los Angeles. For more information, please visit www.sbfilmfestival.org.

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Credentialing for the 2010 SBIFF is now open. Log onto www.sbfilmfestival.org and go to Festival Info and then click on PRESS.

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