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FILM FESTIVAL EXCEEDS EXPECTATIONS IN DUNEDIN

A belated audit has revealed that the New Zealand International Film Festival attendance grew in Dunedin this year, exceeding organiser expectations.

The 2012 Festival increased by 2,000 admissions from 2011 despite screening at the same time as the London Olympics.

It was also the first year that the Festival screened concurrently with the Wellington Festival. New equipment for digital cinema presentation was provided by sponsors NEC and GDC installed at the Regent for the 17 days originally slated for the Festival. The new technology utilises digital files which could be screened simultaneously in Wellington. Screenings at the Rialto Dunedin ran for an extended Festival of 24 days in order to accommodate films provided in other formats that could not be shared with Wellington.

"Our biggest problem this year was having to turn people away," says Festival director Bill Gosden.

"Many sell-out sessions at the Rialto generated a deluge of criticism regarding our scheduling of films into the smaller venue. Unfortunately venue choices are frequently determined by technical and logistical considerations. We live in hope that Dunedin audiences will book ahead for Rialto screenings in the future! Early sell-outs can sometimes give us the opportunity to negotiate extra screenings." says Gosden.

New Zealand documentaries *The Last Dogs of Winter* and *Tatarakihi: The Children of Parihaka* were among the most popular titles for Dunedin audiences. Dates for the Festival in 2013 are yet to be confirmed. For Festival updates visit www.nzff.co.nz and register to receive e-newsletters.

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For further information about the NZ International Film Festival or to arrange an interview with Director Bill Gosden:

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