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### **THE NEW FACE OF WOMEN IN FILM/ATLANTA**

(June 5, 2004 – Atlanta) As a staple of Georgia’s film community, Women in Film/Atlanta nurtures the talents of female storytellers. In the midst of its thirtieth anniversary, the organization is rolling out the new face of Women in Film/Atlanta. The enhanced brand comes complete with a new logo, promotional items and development of an interactive website. “Our new image possesses all the innovation and boldness that our organization embodies,” states President Sherry Richardson proudly.

Women in Film/Atlanta’s look is not the only makeover for the organization. The group is launching a new price structure. Women in Film / Atlanta’s membership database reads like a virtual who’s who in the southeastern film industry. The organization’s anniversary membership rates will attract even more entertainment professionals to the organization. “Our intake process is streamlined and we are offering great perks to our members. We’d like everyone in our local film community to take advantage of Women in Film/Atlanta,” exclaims Zina Brown, Vice President of Membership.

WIF/A’s thirtieth anniversary culminates with an awards gala, “Beyond Boundaries,” celebrating the talent, creativity, and diversity of our organization and community. Held on October 14<sup>th</sup> at the Emory Conference Center Hotel, the group will salute women who influence our industry and Atlanta’s business marketplace. “We are celebrating women who break down doors to get their voices heard and we’re doing it in style,” states Carol Tveit Clarke, WIF/A’s Special Events Director.

The organization is already six months into its yearlong celebration. Richardson asserts, “From intensive workshops to candid luncheons with Hollywood stars, we are ushering in a new age of women storytellers. Now we’ve got the look to go along with our unstoppable future.”

#### **About Women in Film/Atlanta**

Women in Film is a non-profit organization, dedicated to improving the status and portrayal of women in film, video and other screen-based media. Founded in Los Angeles in 1973, Women in Film boasts over forty chapters and ten thousand members worldwide. As the second oldest chapter, Women in Film/Atlanta is uniquely poised to educate artisans and corporations on the media’s emerging trends. With an emphasis on education and training, we serve our members and the community by providing access to opportunities, supporting our member’s work, fostering greater public awareness of their efforts, and encouraging high standards of professionalism. For more information on the organization, visit [www.wifa.org](http://www.wifa.org).

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