



california
NEXT GEN
film festival 2008

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Lauren Greenfield joins the California Next Gen Film Festival
Groundbreaking filmmaker to be featured at film festival's Innovative
Artists Panel

SACRAMENTO, CA. ---Acclaimed photographer and filmmaker Lauren Greenfield will join other artists and media progressives as part of the California Next Gen Film Festival's Innovative Artists Panel to be held opening night August 28, 2008 at the Sacramento Memorial Auditorium. Greenfield will be speaking between 8:00 and 9:00 pm. The panelists will discuss their work as it relates to the future of art, digital media, and filmmaking.

Greenfield will also be screening her latest documentary short film entitled *kids + money* immediately preceding the artist panel at 9:38 pm. The film is a conversation with young people from diverse Los Angeles communities about the role of money in their lives. An encore HD presentation of the film will be shown August 31st.

Greenfield has garnered critical acclaim documenting modern youth culture, examining pervasive phenomena from eating disorders and the obsession with body image to the extreme effect of consumerism on America's youth. Other documentary projects include the feature length film *THIN* (for which Greenfield received an Emmy nomination), and photography books *Girl Culture*, *THIN*, and *Fast Forward*.

Sponsors of the film festival include: Christie Digital, VMI, Comcast, Advantage Presentations, Men's Wearhouse, JG & Associates, AEGIS Medical Systems, Silverado, The Howard Agency, Current TV, Production Hub, Metro Hub Network, Sacramento News and Review, Minas Media, Core Care Macintosh Support Specialties, Avid Technologies, ShowBiz

Software, Tracy Performing Arts Foundation, Michael Carey Graphic Designer, Balloon Elegance, The Park Ultra Lounge, MOMO Lounge, Dream Ultra Lounge, Badlands and Studio 24.

Visit www.tickets.com to purchase tickets and www.nextgenfilmfest.org to view a full schedule of our event. (The NGFF is a non-profit organization)

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