



International Wildlife Media Center & Film Festival

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PRESS RELEASE **For Immediate Release**

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M.J. Murdock Charitable Trust Announces a “Top-Off” Grant To the International Wildlife Media Center For Roxy Theater Restoration & High Definition Projection

Missoula, Montana --- A major *facelift* is coming to the Roxy Theater, home of the International Wildlife Media Center and International Wildlife Film Festival. The Media Center will be getting an exterior and historic facelift if the organization can meet a fundraising challenge posed by the Vancouver based foundation, The M.J. Murdock Charitable Trust.

The Murdock Charitable Trust has pledged what a “top-off” grant of \$50,000 if the Wildlife Media Center & Wildlife Film Festival can raise approximately \$15,000 in additional funds to complete the ***Roxy Restoration Project***. This project will enable the Media Center & Film Festival to restore the exterior of the historic Roxy Theater and enhance the theater’s projection capabilities. It will also enable the Media Center to bring High Definition Projection to the Roxy, making it the first theater in Missoula to have High Definition capabilities.

According to Janet Rose, Executive Director of the IWMC & IWFF, the project will cosmetically and structurally enhance and restore the exterior of the historic Roxy Theater/Media Center, which has been deteriorating; it will greatly improve exterior lighting, visibility and safety for theater goers and will bring High Definition capabilities to the Media Center. Rose says that with two annual international film festivals, having High Definition is a must, adding “we need to catch up technologically with filmmakers, audiences and the general public. If we’re going to teach filmmaking and bring the very best in film programming to public audiences, we have to keep pace with modern technology. High Definition is critical.”

The Murdock Trust previously helped to fund the IWMC to archive its video library called ***EarthVision***, which houses hundreds of award winning films from the past 30 years of the International Wildlife Film Festival and the new Montana CINE film festival. The archive project will preserve these films for 50+ years, which the public can borrow for home & school viewing.

For several years, the Media Center & Film Festival has been seeking a grant to restore the Roxy Theater, which has slowly been deteriorating and to upgrade the Roxy Theater to High Definition. With this grant from the Murdock Trust, Rose says the entire project can be completed in a matter of months, adding, “if we can raise the balance of funds.” With a recent grant from Northwest Energy for some of the lighting requirements and funds from several individual donors, the organization only needs to raise about \$15,000 in order to complete the entire restoration & HD project.

For more information, contact IWMC/FF at 406-728-9380 or Email, iwff@wildlifefilms.org