



For Immediate Release

## **MONTCLAIR FILM FESTIVAL RENAMES ORGANIZATION TO MONTCLAIR FILM**

**New Identity and 2017 Festival Campaign Launched Ahead of the  
2017 Montclair Film Festival**

**New Website to Launch April 3, 2017**

**Organization's New Home, The Investors Bank Film and Media Center,  
Opens To The Public on April 3, 2017**

March 13, 2017, MONTCLAIR, NJ - Today, the Montclair Film Festival, New Jersey's leading film non-profit, launched its new name and identity, Montclair Film. The name, intended to better express the organization's year-round commitment to a wide range of film and education programming, will be the new identity under which the non-profit operates. The Montclair Film Festival (MFF), an annual event taking place this year from April 28 - May 7, 2017, will retain its name as the organization's signature program.

Montclair Film also launched the Montclair Film Festival's new logo and campaign poster design. The MFF logo and campaign were designed to introduce the elements of the Montclair Film brand, unifying the MFF and Montclair Film under an integrated visual language that features this year's campaign theme, "Fall in love with film."

Additionally, the new Montclair Film website is currently under development, with a new user experience focused on the announcement of the 2017 Montclair Film Festival program. The website and full online digital branding will launch on April 3, 2017, the same day as the 2017 MFF program is announced.

# MONTCLAIR FILM

Tickets for the 2017 Montclair Film Festival go on sale for Montclair Film members on Wednesday, April 5 at 10:00 a.m., and to the general public on Friday, April 7 at 10:00 a.m.

Montclair Film's new logo, brand identity, website, and the 2017 Montclair Film Festival campaign were developed by the design and branding agency firm Hieronymus (<http://hieronymus.co>), under the leadership of Montclair Film's Marketing Directors Kelly Coogan Swanson and Lisa Ingersoll.

"The launch of Montclair Film allows us to highlight our ever-expanding year-round programming while maintaining a strong connection to the annual Montclair Film Festival, offering us an entirely new set of opportunities to showcase who we are and what we do," said Montclair Film Marketing Directors Kelly Coogan Swanson and Lisa Ingersoll. "We are excited by all of the possibilities our new identity affords us."

"In just a few short years, the Film Festival has established itself as a New Jersey institution," said Hieronymus partner Chris Thomas. "For us, the challenge was unveiling the parent brand in a way that celebrated the Festival while expanding the focus of the institution's year-round programming. The festival has such an undeniable energy—for us, that was something we couldn't lose."

April 3rd at 10:00 a.m. also sees the public opening of the Investors Bank Film and Media Center, the new home of Montclair Film, located at 505 Bloomfield Ave in downtown Montclair. The lobby will feature Montclair Film's new Box Office, which will sell tickets to the Montclair Film Festival, and the doors to the building's new screening and event room, named Cinema505, will be open for public viewing. The building will be open daily during MFF Box Office Hours, and will feature screenings, panels and events during the 2017 Festival. Once the festival ends, year-round film programming will begin on June 1, 2017, with Education programs taking place in the summer of 2017.



"We are incredibly proud to introduce the world to our new name and identity," said Montclair Film Executive Director Tom Hall. "With our new home opening its doors, the moment was right to be ambitious and build the proper branding framework to support the entirety of our organization's mission."

*A hi-res set of Montclair Film and MFF logos and the 2017 poster image are available for download and use at:*

<http://bit.ly/MontclairFilmAssets>

#### **ABOUT MONTCLAIR FILM**

Montclair Film, a non-profit, tax-exempt 501(c)(3) organization, nurtures and showcases the talents of filmmakers from around the region and world. Montclair Film unites, empowers, educates, and celebrates our region's diverse cultural heritage and robust artistic community by presenting engaging programs and events all year long. The sixth annual Montclair Film Festival will take place from April 28 through May 7, 2017. MFF 2017 is made possible through generous support from Investors Bank; Audible; Hackensack Meridian Health; the Horizon Foundation for New Jersey; Ashenfelter, Slous, McDonough, Golia & Trevenen, LLP; Chubb; Coldwell Banker Residential Brokerage; and William H. Connolly & Co., and others. Our programs are made possible in part by funds from the New Jersey Department of State, Division of Travel and Tourism and New Jersey State Council on the Arts. For information about Montclair Film, visit [www.montclairfilmfest.org](http://www.montclairfilmfest.org)

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