



Contact: Cara Van Dijk
Office: 760-776-1766
Cell: 760-688-2424

FOR IMMEDIATE RELEASE:

**AUEN FOUNDATION AWARDS \$20,000 FOR
PALM SPRINGS INTERNATIONAL FILM FESTIVAL PROGRAM**
Funds will Benefit the Senior and Active Retirement Programs

Palm Springs, Calif. (January 3, 2010) –Thanks to a generous \$20,000 grant from the Auen Foundation, the Palm Springs International Film Festival’s Senior and Active Retirement programs will expand recruitment efforts and build on their successful volunteer efforts. The Palm Springs International Film Festival depends greatly on local volunteers for all of the various screenings and functions that accompany the Festival each year. Many of those volunteers are mature adults who work through the Festival’s Active Retirement Program. This allows local seniors to be more involved, stay active and participate in one of the area’s premier events.

“Our senior volunteers are essential to the Film Festival, and grow in ranks every year,” says Harriet Baron, Director of Development for the Film Festival. “The Auen Foundation understands how vital our senior volunteers are to the success of the Film Festival. They also know how rewarding it is for those members of our community to be a part of something this big and special.”

Seniors and active retirees are recruited for volunteer positions to help in every aspect of the Film Festival’s operation. The Auen Foundation grant assists in funding a part-time volunteer coordinator and provides for much needed recruitment materials and handouts, to ensure the Film Festival maintains a proper level of volunteer staffing.

In addition to a strong senior presence in the volunteer ranks, the Film Festival’s free shuttle busses provide transportation between screenings for Festival attendees, including local and visiting seniors to defer transportation costs and make it easier to see multiple screenings in one day. Additionally, the Auen Foundation grant funding partially underwrites the distribution of free screenings tickets to local senior centers.

“Being a part of this wonderful internationally recognized Film Festival is important for the active mature adults in our community, and the Auen Foundation is delighted to offer our help to ensure as many seniors as possible can participate,” says Catharine Reed, Program Director for the Auen Foundation.

The 22nd Palm Springs International Film Festival runs January 6-17, 2011, screening 200 films from more than 70 countries. The Black Tie Awards Gala, featuring an amazing line-up of Hollywood Stars is Saturday, January 8, 2011 at 5 p.m.

The Auen Foundation is a private foundation that allocates grants to organizations that operate exclusively for charitable and educational purposes. The Foundation funds innovative programs designed to enrich the lives of the elderly.

For more information about the Auen Foundation, go to www.auenfoundation.org.

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About the Auen Foundation:

Established in 1992, the Auen Foundation is dedicated to enhancing the overall quality of life of the aging population and raising awareness of the precious-end-of-life stage. We support charitable programs and services aimed at meeting the social needs of mature adults and their families.