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**FOR IMMEDIATE RELEASE:**

**GRANT FROM AUEN FOUNDATION BENEFITS LOCAL SENIORS AND  
PALM SPRINGS INTERNATIONAL FILM FESTIVAL PROGRAMS**

**Palm Springs, Calif. (December 28, 2012)** – At the heart of what makes the Palm Springs International Film Festival a success are the hundreds of volunteers that work tirelessly through the holidays to roll out the red carpet in time for opening night, which this year is January 3. A \$20,000 grant from the Auen Foundation helps recruit and facilitate volunteers, about 650 of which are seniors, through the Festival’s Senior and Active Retirement Programs.

“Anyone I talk to, I encourage them to volunteer at the film festival,” said Carl Hursh. Now 72, Hursh moved to the valley from Pittsburgh in 2001. He has been volunteering with the credential team at the film festival office for four years. “I really enjoy the responsibility and working with people.”

The Palm Springs International Film Festival depends greatly on senior volunteers like Hursh who assist at the theatres, at special events and in virtually every other area of the desert’s premier event of the year.

“We appreciate the Auen Foundation for recognizing how essential our volunteers are to the success of the Palm Springs International Film Festival and the ShortFest in June,” said Darryl Macdonald, director of both festivals. “This gift is one more way the Foundation is enhancing the lives of area seniors who are an integral part of our festivals. The word-of-mouth recruiting and promotion by our volunteers are priceless.”

The Auen Foundation grant also partially underwrites the distribution of free screening tickets to local senior centers and assists with the Film Festival’s free shuttle busses, which help defer transportation costs for seniors on fixed incomes. Shuttles also make it easier for patrons to see multiple screenings in one day.

“Whether seniors are enjoying this international event that is in their backyards or they are helping the operations of it through volunteering, we are happy to support this program, which connects seniors to their community,” said Catharine Reed, program director for the Auen Foundation.

The 24<sup>th</sup> Annual Palm Springs International Film Festival runs January 3-14, 2013, screening more than 185 films from over 70 countries. The Black Tie Awards Gala, featuring an amazing line-up of Hollywood Stars is Saturday, January 5, 2013 at 5 p.m. For more information about the Palm Springs International Film Festival or how to volunteer visit [psfilmfest.org](http://psfilmfest.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. For more information about the Auen Foundation, go to [www.auenfoundation.org](http://www.auenfoundation.org).*