

IT'S ALL TRUE CELEBRATES SPONSOR LOYALTY

"It is a privilege for It's All True to have earned the confidence and loyalty of sponsors like Petrobras, BNDES, CPFL, CCB, Riofilme and Cinemark. The financial, creative and logistical support they commit to the festival is very valuable. We thank these partners from our heart," says Amir Labaki, founder and director of It's All True.

PETROBRAS

For the ninth consecutive year, Petrobras is the principal sponsor of It's All True – International Documentary Film Festival. Since 2004 the Festival has been distinguished as an invited project in the diffusion area of the audiovisual sector of the Programa Petrobras Cultural, established in November, 2003. Petrobras is the principal sponsor of culture in Brazil.

"It is an honor to be part of the select group of invited projects of the Programa Petrobras Cultural, it was a milestone in the history of the festival," affirms Amir Labaki. "This confidence for almost a decade collaborates for greater stability, which is essential for the development of a project focused on appreciating Brazilian documentaries and developing audiences, while keeping tickets free."

BNDES

The 16th edition of It's All True marks an increase in the partnership established in 2009 between the festival and BNDES. Two special activities will take place at the BNDES Auditorium in Rio de Janeiro (Avenida República do Chile, 100), always with free entry.

On the afternoon of 5 April, a conference dedicated specifically to the challenges of the market for the Brazilian documentary. The first debate, from 2pm to 3:30pm, will

discuss the international market. From 4pm to 5:30pm there will be a round table about the Brazilian documentary market.

The BNDES Auditorium will also host a program of Brazilian documentary premieres, on 5, 6, and 8 April, always at 6pm. The films “Pandemonium” by Jorge Bodanzky, “São Miguel do Gostoso” by Eugênio Puppó and “Reidy, A Construção da Utopia” by Ana Maria Magalhães will be screened.

CPFL Energia

CPFL honors It's All True participating for the sixth time as one of the principal sponsors. The CPFL Energia/It's All True “Window to the Contemporary” Award will be given for the fifth time to the winner of the Brazilian Feature and Medium-Length Film Competition. This year the award is worth R\$ 110,000 (one hundred and ten thousand reais), affirming that it is the most expressive for competition of the genre in the country.

In previous editions, the award distinguished the documentaries “Elevado 3.4” by João Sodr , Ma ra Buhler and Paulo Pastorelo; “Pan-Cinema Permanente” by Carlos Naders; “Cidad o Boilensen” by Chaim Litewsky and “Terra Deu, Terra Come” by Rodrigo Siqueira.

CCBB

The most traditional sponsor of It's All True – International Documentary Film Festival, the Centro Cultural Banco do Brasil (CCBB) reaffirms its partnership with the event's 16th edition. CCBB-RJ is one of the institutions that has been present in the festival's history since it began.

CCBB-RJ and CCBB-SP will host once again projections and debates, always with free entry. In Rio de Janeiro, the program will present the international feature and medium-length and short films competitions. CCBB-SP will screen the feature and medium-length international competition and the retrospectives of Marina Goldovskaya and Poetry Is Truth.

Riofilme

For the eighth time, Riofilme is one of the sponsors of It's All True. One of the movie theaters coordinated by the distributor, Ponto Cine Guadalupe, inserts itself once again as one of the festival venues in Rio de Janeiro.

The partnership extends itself once again beyond the period of the festival, with the joint production of the second edition of It's All True in Schools, which aims to introduce the Brazilian documentary into the daily lives of school students in municipal public schools in Rio de Janeiro.

Cinemark

For the fifth consecutive year, It's All True and Cinemark partner for the realization of a program of documentaries that have not been seen in the commercial circuit. Cinemark is still one of the sponsors of the 16th edition of the festival.

Première It's All True/Cinemark presents four documentary premieres this year in Cinemark Eldorado in São Paulo and Cinemark Barra in Rio de Janeiro with free entry.

It's All True 2011 – 16th International Documentary Film Festival takes place from 31 March to 10 April simultaneously in São Paulo and Rio de Janeiro. The festival is a co-realization of PETROBRAS, BNDES, CPFL, CCBB, RIOFILME, CINEMARK, MINISTÉRIO DA CULTURA (MINC) and SECRETARIA DO AUDIOVISUAL – SAV, through Lei Rouanet Incentivo à Cultura. Project realized with the support of the Governo do Estado de São Paulo, Secretaria de Estado da Cultura, Programa de Ação Cultural 2010.

Institutional Support: Imprensa Oficial do Estado de São Paulo, Cinemateca Brasileira and Sociedade Amigos da Cinemateca.

INFORMATION

It's All True – 16th International Documentary Film Festival

São Paulo and Rio de Janeiro – 31 March to 10 April

Director: Amir Labaki

Co-realization: PETROBRAS, BNDES, CPFL, CCBB, RIOFILME, CINEMARK, Ministério da Cultura – MINC, Secretaria do Audiovisual-SAV, through Lei Rouanet de Incentivo à Cultura. Project realized with support of the Governo de São Paulo, Secretaria de Estado da Cultura, Programa de Ação Cultural 2010.
Apoio: Imprensa Oficial do Estado de São Paulo

Free entry in all venues.

VENUES

Cine Livraria Cultura
Conjunto Nacional – Av. Paulista, 2073 / (11) 3285-3696
(300 seats)

Unibanco Arteplex
Praia de Botafogo, 316 - sala 6 / (21) 2559.8750
(266 seats)

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