



NEWS RELEASE

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CITY OF GRAND PRAIRIE ANNOUNCES FALL INDIE FEST SET FOR 2010

In an exciting and innovative move The City of Grand Prairie announces a brand new event for 2010. **Fall Indie Fest** will be a celebration of independent film and independent music held in downtown Grand Prairie.

The idea is to produce DFW's own SXSW with a focus on local talent. It is a Texas film and music festival for Texas talent.

The event will include screenings of full length and short films created by Texas film makers and concerts by Texas artists from all genres. Screenings and concerts will begin Friday, October 8, 2010. The festival will culminate on **October 10, 2010** with a reception and announcement of winners at the city's historic Uptown Theater.

"We have assembled a dynamic event team reaching into the music and film industries to put Fall Indie Fest together. With our city's passion for entertainment and central location this event is a natural fit with Grand Prairie. This is more than a festival, it's a media extravaganza!" said Rick Herold, Director of Parks and Recreation.

Categories and entry information will be announced online at www.fallindiefest.com on October 10, 2009. Every month when the day-number and month align expect more information about Fall Indie Fest: November 11, December 12, January 1, and so on. For more information please contact Elspeth McDonald, Managing Director of the Uptown Theater, at 972-237-8409 or elmcdonald@GPTX.org.

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