

PLAZACLASSIC FILMFESTIVAL

NEWS RELEASE

NANCY OLSON TALKS HOLLYWOOD, *SUNSET BOULEVARD* AT THE PLAZA CLASSIC FILM FESTIVAL

www.plazaclassic.com

Screening marks the 60th anniversary of Billy Wilder's classic drama

CONTACT:

Charles Horak

Artistic Director

charleshorak@sbcglobal.net

FOR IMMEDIATE RELEASE

EL PASO, TX (June 28, 2010) – This week, organizers of the Plaza Classic Film Festival announced another celebrity appearance with the addition of actress Nancy Olson to the lineup of festival events. The Plaza Classic Film Festival, now in its 3rd year, runs August 5-15, 2010 at the Plaza Theatre in El Paso and is sponsored by the El Paso Community Foundation.

Olson played the character of Betty Schaefer opposite William Holden in 1950's *Sunset Boulevard*. The role earned her an Academy Award nomination for Best Supporting Actress and was considered a prominent point in her career.

The screening at the Plaza Classic Film Festival also marks the 60th anniversary of the classic drama, which was announced as the festival's Opening Night VIP event, according to Artistic Director and El Paso Community Foundation volunteer, Charles Horak. Prior to the screening, Ms. Olson will discuss her memories while working on this classic film with film historian and journalist Nick Clooney, on the Plaza Theatre's stage.

"The Plaza Classic is dedicated to preserving our cinema heritage through the presentation of great films. Ms. Olson's appearance at this year's festival will enormously enhance the experience of seeing one of the greatest films ever made," stated Charles Horak. He continued, "We're also delighted Ms. Olson is scheduled to appear at a screening of her wonderful Disney film, *The Absent-Minded Professor*, perhaps the polar opposite of *Sunset Boulevard*."

Sunset Boulevard will be presented Thursday, August 5th at 7pm, followed by the VIP reception at the Alcantar Sky Garden, the rooftop reception area above the Plaza Theatre. *The Absent-Minded Professor* will be presented Saturday, August 7th at 1pm.

The Plaza Classic Film Festival will feature rare screenings of classic films, film talks with film scholars, concerts and special presentations. Screenings will be held in and around the historic Plaza Theatre Performing Arts Centre, a 1930 atmospheric-styled movie palace restored in 2006.

Ticket prices for screenings at the Plaza Classic range from \$2.00 to \$10.00, with several movies free of charge.

Festival Passes are available now for \$150 through the El Paso Community Foundation, (915)533-4020 and tickets will go on sale Friday, July 9 at the Plaza Theatre box office or through all TicketMaster outlets.

The Plaza Classic Film Festival is a special project of the El Paso Community Foundation, which provides a wide range of charitable and philanthropic services in the region. Learn more at www.plazaclassic.com

About the Plaza Theatre Performing Arts Centre

Known as “The Showplace of the Southwest”, the Plaza Theatre (www.theplazatheatre.org) opened in 1930 to a sellout crowd. It was a first-run commercial movie palace until it closed in the 1970s. Its restoration, which won the National Preservation Award in 2009, was a joint project of the El Paso Community Foundation and the City of El Paso, and resulted in one of the best performing arts facilities in the country. The Plaza Theatre Performing Arts Centre hosts a broad range of arts entertainment, from movies to symphony, Broadway to opera and rock & roll. The Plaza Theatre is listed in the National Register of Historic Places as a “Place of National Significance,” a moniker reserved for only about 5 percent of the historic structures in the United States. It is a unique example of a historic atmospheric theatre with the most modern working parts behind the antique beauty.

The Plaza Theatre has been home to the Plaza Classic Film Festival since 2008.