



SOUTH EAST EUROPEAN FILM FESTIVAL | *a lot to SEE.*

SOUTH EAST EUROPEAN FILM FESTIVAL AND BARNES & NOBLE JOIN FORCES FOR BOOKFAIR

LOS ANGELES, CA, MAR. 6, 2009 – Though the South East European Film Festival officially kicks off on Thursday, April 30, the celebration starts early this year as the Festival partners with Barnes & Noble Booksellers for their first-ever Bookfair, a fundraising / promotional event to be held at Barnes & Noble's store at the Grove at Farmers Market on Sunday, March 15th.

All day on the 15th, purchases at Barnes & Noble at the Grove can support the Festival's mission to educate about the cultural diversity of Southeast Europe and foster cultural exchange through its annual presentation of films from this region. Festival supporters can simply tell their cashiers that they are shopping for the South East European Film Festival, and up to 20% of their net purchase total will be donated to support the festival. Though any purchase of books, music, DVDs, children's items, magazines, newspapers and café consumables is eligible for a Bookfair purchase, the Festival staff has selected a fine array of southeastern European literature, DVDs and music that will be available on special "Festival Recommends" displays throughout the store.

In addition to this fundraising program, the Festival will also be presenting special attractions at the store throughout the day. Speaking about his work at 3 p.m. will be noted linguist and translator PROF. MICHAEL HEIM. A professor of Slavic languages and literatures at UCLA, Prof. Heim has translated works by Milan Kundera, Gunter Grass, Anton Chekhov, Danilo Kis, Dubravka Ugresic and many others, and he will be discussing his experiences with the literature of the southeast European diaspora and signing copies of his works. Interviewing Prof. Heim is TERRY PHILLIPS, a veteran war correspondent and moderator of the "Quality of Life" program for NPR's Valley Public Radio.

Later, at 5:30 p.m., the Festival will be presenting a talk with renowned ethnomusicologist and dancer IVAN FILCICH. The founder of the Bay area's annual KOLO Festival, Mr. Filcich will speak about the traditional music of the Balkans. Joining Mr. Filcich will be PROF. MLADEN MILICEVIC, a Balkan-born film composer and chair of the recording arts department for the School of Film and Television at Loyola Marymount University. This presentation will include clips from *John (Ivan) Filcich, Life in the Circle Dance*, a documentary film co-produced by Festival president VERA MIJOJLIC, who will also serve as moderator for this discussion.

The South East European Film Festival's Barnes & Noble Bookfair code number is **481481**. For more information about the Bookfair, feel free to contact Barnes & Noble community relations manager MATT LOHR at 323-525-0366 or by email at crm2089@bn.com.