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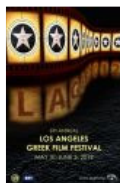
Nicholas Snow is a multimedia entertainment activist with the mission statement, he says, of "honoring and expressing my creativity in a way that makes a difference." He has been openly gay in the media for almost three decades, and is also known as a actor, journalist, and as the creator of "The Power To Be Strong" HIV Testing/Safer Sex Awareness song and music video campaign, which has reached millions of people worldwide. Snow's official website is www.SnowbizNow.com.

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GREEK FILMMAKERS 'GO FOR THE GOLD' IN HOLLYWOOD AT LOS ANGELES GREEK FILM FESTIVAL (May 31 - June 3, 2012)

In the spirit of the ongoing global 'quest for the gold' born in Athens, Greece, over two centuries ago, filmmakers will experience their own moment of triumph as they step onto the red carpet at Hollywood's famed Egyptian Theatre, May 31st, for the opening night of the 2012 Los Angeles Greek Film Festival, to culminate June 3rd with the prestigious Orpheus Awards ceremony.



While

the people of Greece confront unprecedented challenges, their heartache shared by Greek people worldwide, filmmakers from near and far are converging in Hollywood this week for the 2012 Los Angeles Greek Film Festival, fully intent on "Defeating the Crisis through the Viewfinder." Knowing it would be more challenging than ever to pull off this year's event, organizers set out to "go for the gold" at all levels months ago, and are arriving on the red carpet triumphant, with an impressive number of filmmakers in attendance and a record number of tickets and Gold Passes sold for the critically-acclaimed films and intriguing programs.

Filmmaker

Liaison Eleni Arvaniti, a four-year veteran of LAGFF, expressed, "A common sentiment among all the filmmakers is hope-hope that, in spite of what present circumstances may indicate, a way to something new will materialize; and it has. Because of hardships, it seems that the filmmakers are embracing this experience and the opportunities they may find in Los Angeles with greater appreciation and enthusiasm. Having experienced our own hardships and obstacles as well, we are even more enthusiastic and excited to welcome them."

LAGFF

Co-Founder and Artistic Director Ersi Danou added, "We like to think of LAGFF as a hub for filmmakers and professionals in Hollywood at this time of the year. We take pride in the caliber of talent we gather and we certainly want to bring filmmakers in touch with those who have been successful in the entertainment industry."

Opening

the 2012 Los Angeles Greek Film Festival May 31st at the Egyptian

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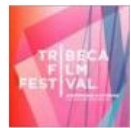





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Theatre is a story of experience, strength and hope that challenges people to rise in the face of adversity, and inspires them to find new and different ways to live lives infused with integrity and grace while making the world a better place. A GREEN STORY, the narrative feature from writer/director Nika Agiashvili and Paramyth Films, is the triumphant true tale of Van Vlahakis, a Greek immigrant who arrived in America with only \$22 in his pocket, but eventually founded the multimillion dollar Green company, Earth Friendly Products.

Walking the red carpet in celebration of the world premiere of A GREEN STORY will be Van Vlahakis and the man who portrays him, Ed O'Ross; Kelly Vlahakis-Hanks and the woman who portrays her, Shannon Elizabeth; and the creative team including Producer/Writer/Director Nika Agiashvili, Executive Producer David Agiashvili, Producers John Edward Lee and Dimitri Birbilis, Producer/Casting Director Chadwick Struck, Producer/Unit Production Manager Deanna Plasscencia and Co-Producer Pablo D'Adamo.

Adding to the occasion, actors George Finn (who portrays the young Van Vlahakis), Louis Mandylor, Anthony Skodri, Eve Mauro, Thaa Penghlis, Talia Jackson and Alexis Georgoulis; along with Music Composer Elton Ahi, Editor Jason Zeni, Production Designer Mark Macauley, Art Director Lasha Zambakhidze, Director of Photography Tari Segal, Costume Designer Alicia Blake and Makeup Artist Tara Hiljus.

A highlight of this year's LAGFF is a tribute to the great filmmaker Theo Angelopoulos who was killed in a road accident five months ago while filming THE OTHER SEA. Added LAGFF Executive Director Craig Prater, "Due to the fact that there has not yet been a Los Angeles tribute to the iconic Theo Angelopoulos, we have decided to open our doors to the public for free. This includes both a panel discussion and a screening of ETERNITY AND DAY, getting underway Saturday, June 3rd at 10:00 a.m. at the Linwood Dunn Theater."

Filmmakers attending LAGFF this year in support of their films include WASTED YOUTH Director Argyris Papadimitropoulos; SUPER DEMETRIOS Director/Writer/Co-Producer Giorgos Papaionnaou, Writer/Co-Producer Dimitris Papavasiliou, and Writer/Actor Charalampos Papapostolou; TUNGSTEN Director Georgios Georgopoulos; THREE DAYS OF HAPPINESS Director Dimitris Athanitis, Art Director Stella Kaltsou and Composer Alexis Grapsas.

THE PALACE Director Anthony Maras; ABARIZA Director Elena Dimitrakopoulou; INTERSECTION Director Yeeseum Lo and Writer/Producer Dorothea Paschalidou; F-K Producer Tasos Mouhteros; SACRED WHISPERS Director Constantinos Isaias, Actress Alexia Vassiliou and Cinematographer Alexandros Isaias; SUN DON'T SHINE FOR US Co-Directors Pete Stamatelatos and Scott Ackerlund, Producer Joey Allen, Actress Anna Giannotis and Actor George Christopoulos; FORTUNATE SON Actor/Director Tony Asimakopoulos and Producer Benjy Moran; and SAYOME Director Nikos Dayandas.

VIP guests hitting the red carpet opening night include LA Congressman Brad Sherman; Gil Artzyeli, Deputy Consul General of Israel, with wife Vivianna; actors Jesse Woodrow, Stratos Tzorzoglou, Alexis Varouxakis, and Patricia Kara; Greek actor, dancer and legend George Chakiris of *West Side Story* fame; composer Farhad Behroozi; Sasha Bronner, LA Editor for Huffington Post; STARZ network executive Theano Apostolou; jury and panel members Bob Arentz, Klara Beverly, Andrew Crane, Mark Esola, Mark Halperin, Alexia Melocchi, Steve Muller, Katerina Zacharia and Kevin Iwashina; singer Vassy; and from the Bravo reality series *Shahs of Sunset*, GG Charachedaghi, Reza Farahan, MJ Javid, Asa Rahmati, Mike Shouhed and Sammy Younai.

As if the experience of stepping onto the red carpet opening night isn't sweet enough already, filmmakers and festival goers are in for a treat at the post-screening dinner reception, Under the Stars, as Ben & Jerry's unveils its new line of "greekin" good Greek Frozen Yogurt flavors - Strawberry Shortcake, Rasperry Fudge Chunk, Banana Peanut Butter and Blueberry Vanilla Graham.

While Ben & Jerry's new Greek Frozen Yogurt flavors don't own a proverbial tux, per se, as a values-led, socially-minded business, the company will be at LAGFF's opening night film, A GREEN STORY, to recognize and applaud a life chronicle that resonates with Ben & Jerry's mission and values. For over 34 years Ben & Jerry's has operated on the idea of linked prosperity: that everyone who the company interacts with - suppliers, employees, farmers, franchisees, customers, and neighbors alike - are all affected by the brand, and thus, as the company prospers, so should its employees and the community. Of course, they dish out

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GREEK FILMMAKERS 'GO FOR THE GOLD' IN HOLLYWOOD AT LOS ANGELES GREEK FILM FESTIVAL (May 31 - June 3, 2012)
 2012 Los Angeles Greek Film Festival Reflects Greece's Struggles

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some pretty great ice cream too. Be sure to check out Ben & Jerry's refreshing and fruity Greek Frozen Yogurt concoctions.

While not a gold medal, the big prize at LAGFF is the Orpheus Award-named for the legendary Greek poet and "father of songs"-an annual prize to honor the best in Greek and Greek inspired cinema. The 2012 Orpheus Awards presentation has been merged with the exclusive party at Greek Consul General Elisabeth Fotiadou's residence, and will take place June 3rd, following the closing night reception and film (SAYOME). The Orpheus Awards is an exclusive event for the festival's supporters and Gold Pass holders-along with sponsors, VIPs and filmmakers-who will be treated to a three-song set by Greek singer Vassy, whose new album *Beautiful Day* is gaining in worldwide popularity (see www.kissmyvassy.com).

The majority of LAGFF will take place at the Linwood Dunn Theater on the campus of the Academy of Motion Picture Arts & Sciences' Pickford Center for Motion Picture Study in the heart of Hollywood, California.

Produced by the nonprofit Eastern Mediterranean and Balkan Cultural Center (EMBCC) with the support of sponsors worldwide, the Los Angeles Greek Film Festival promotes awareness of Greek culture through the art of cinema.

In the face of the global economic crisis hitting Greece, the cost of the 2012 LAGFF Gold Pass has been reduced by \$100 (33%) to only \$200, but must be purchased online in advance. To purchase a Gold Pass or individual tickets, and for more information, visit www.lagff.org.

Friends and fans worldwide are encouraged to follow the Los Angeles Greek Film Festival at www.Facebook.com/lagff, www.Twitter.com/lagff and at www.youtube.com/LAGreekFilmFestival.

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S.A. (www.ert.gr/ertae/en/etaireia/etaireia.asp) was founded in 1938 and is the largest radio and television broadcasting organization in Greece. As the country's first broadcaster, it has an unrivalled audio and visual archive which captures much of the history of modern Greece. ERT has three broadcasting television stations with national coverage (ET1, NET and ET3), one satellite channel (ERT World), four terrestrial digital channels (Cine+, Prisma+, Sport+ and Info+), six radio programs with headquarters in Athens (NET, Second Program, Third Program, FILIA, KOSMOS, ERA Sport), two international radio stations based in Thessaloniki (95.8 and 102 FM), and 19 regional radio stations throughout Greece. ERT has been an ardent supporter of LAGFF since 2008.

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We are very proud to welcome the Pabst Brewing Company and the Metropoulos Family as Gold Patron of Los Angeles Greek Film Festival 2012. Pabst Brewing Company is an award-winning American company that was founded in 1844. It brews over two dozen brands of beer, including the much-loved Pabst Blue Ribbon (PBR). The Company supports several community events

and worthy organizations. This year, it is presenting LAGFF's Industry Panel: Representation in Hollywood, and the Closing Night Film SAYOME. The screening will be preceded by Pabst beer and hors d' oeuvres reception.

LAGFF

Welcomes Ben & Jerry's as a Silver Patron. G. P. Kolovos & Associates returns this year as Silver Patron. Bronze Patrons include Hollywood Foreign Press Association and West Coast Investors. Media Sponsors include ERT and NotesFromHollywood.com. Supporters includes HBO, Astro Burger, Greek Film Centre, and Delphi Greek Restaurant. LAGFF receives support from European Language Movies in America (ELMA).

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