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## **FOR IMMEDIATE RELEASE**

CINE, the film and television competition and educational non-profit, will host “How to Pitch a Winner” for student and professional filmmakers interested in learning more about how to get the green light for program ideas.

The event will take place at Discovery’s HD Theatre in Silver Spring on December 17, 2009. A reception at 6:30 will be followed by a screening of film pitch clips and a panel discussion with television executives Rita Mullin, Vice President of East Coast Development, TLC and Gena McCarthy, Senior Vice President, Production & Development, Discovery Channel, producer Donald Thoms, President of Thoms Media Group, and Bill Hayes, Founder and President, Figure 8 Television. Mat Tombers, Managing Director of Intermat, Inc., will moderate.

“Knowing what producers and executives are looking for shouldn’t be limited-access information. In keeping with CINE’s mission of promoting filmmakers and their careers, CINE strives to provide educational opportunities that have practical applications for emerging and established film and television professionals”, said Mr. Thoms, who is also the President of CINE’s board of Directors. “CINE is so pleased to be able to facilitate this program, which will provide valuable insight to participants.”

The cost is \$25 per person, \$15 for members of WIFV, CINE award winners and CINE judges. RSVP to [howtopitch@cine.org](mailto:howtopitch@cine.org) by December 3, 2009.