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Contact: Paul E. Luebbers
626-394-9763

168 FILM PROJECT & NAB SHOW TO PRESENT “FAITH IN FILM” FORUM

Event Features Panel Discussion & Best-of Screening

BURBANK, CA - In partnership with the 168 Film Project (168), an incubator for filmmakers of faith for nearly a decade, the National Association of Broadcasters Convention (NAB Show), the world's largest electronic media show, announced an event for the worldwide community of faith, including church media professionals, artists, and ministries seeking excellent faith-based content.

"Faith in Film: A Roadmap for Success in Hollywood" will be held Wed. April 14, 3:30-5:30 PM at the Las Vegas Convention Center. The panel discussion features writer/producer Brian Bird ("Touched by an Angel"); Paul Lauer, founder of Motive Entertainment, which designed and managed the marketing campaign for Mel Gibson's "The Passion of the Christ"; and writer/director Joshua Weigel (\$100K award-winning short, "The Butterfly Circus"). The session is moderated by John David Ware, founder and president of the 168 Film Project.

The two-hour super session, included in this year's NAB Show education program, will feature screenings of award-winning, 168 signature 11-min. films and will explore the current Hollywood media climate for entertainment with Christian themes.

Pictures like "The Blind Side" and "Fireproof" have opened to tremendous box office numbers. The forum will examine: What are the necessary ingredients for such projects in a post "Passion of the Christ" world? Where do opportunities exist for artists of faith? What resources are available for the continuation of God's voice in the mainstream media? Who is creating cutting edge content and where can it be found?

For more information on 168 and NAB Show's "Faith in Film" forum visit www.168project.com.

Special NAB Show registration incentives to the faith community are available, by using the code "HF02" - good for free, exhibits-only registration, now until April 1st or \$100 off a Conference Flex pass until Feb. 5. Attendees may visit the 168 exhibit (April 12-15) at the NAB Show's Content Central Area.

The NAB Show is April 10-15, 2010 in Las Vegas (exhibits open 12 April). It covers filmed entertainment and the development, management and delivery of content. See details at www.nabshow.com.

Filmmakers (worldwide) wishing to compete in the 168 Film Project's signature competition, in which films based on Bible verses are created in a one-week time period, must enter their team by the deadline Feb. 1, 2010). All films premiere at the 168 Film Festival, March 26-27.

(more)

Panel Guests include **BRIAN BIRD** a writer/producer whose credits include "Not Easily Broken" (2009), adapted from the novel by T.D. Jakes for Sony/Screen Gems; "Saving Sarah Cain" (2008) and "The Last Sin Eater" (2007) for 20th Century Fox in partnership with Michael Landon Jr., more than 250 episodes of "Touched By An Angel," "Evening Shade," "Step by Step" and "The Family Man." He is currently working on "The Shunning" and "When Calls the Heart" for Fox, and "Unlikely Angel," the untold story of 2005's Atlanta hostage crisis in partnership with producer Ken Wales ("Amazing Grace").

PAUL LAUER is the founder of Motive Entertainment, which designed and managed Icon Productions' highly-successful marketing campaign for Mel Gibson's "The Passion of the Christ." He is also credited with major grass roots campaigns for the Tom Hanks film "The Polar Express," blockbuster "The Chronicles of Narnia: The Lion, The Witch and The Wardrobe," and many surprise successes like "Rocky Balboa," "United 93," "Secret Life of Bees," and Ben Stein's "Expelled." The films he has helped market have grossed over \$2 billion worldwide.

JOSHUA WEIGEL began writing and directing short films in 2007. His film "Stained" won 8 awards including Best Film at the 168 Film Festival in 2008. Most recently, he co-wrote and directed a depression era film called "The Butterfly Circus," which won the \$100,000 first prize for Best Film in The Doorpost Film Project. "Butterfly" stars Nick Vujicic, Eduardo Verástegui ("Bella") and Doug Jones ("Pan's Labyrinth," "Rise of the Silver Surfer"). Josh and his wife Rebekah are currently seeking financing for the feature film version of "The Butterfly Circus." As an actor, Josh played the lead role in the feature film "To Save a Life" (2010).

Moderator **JOHN DAVID WARE** is the founder and president of the 168 Film Project (168), which has birthed more than 375 short films in its seven-year history. One-sixty-eight has helped propel the careers of hundreds of media professionals by providing real-world experience, recognition and collaboration with some of Hollywood's top professionals. John has written feature-length screenplays and is the writer/director of a short film spoof of Hollywood stereotypes entitled "The Chronicles of Hernia: the Lion, the Ditch and the Studio" (www.chroniclesofhernia.com).

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Brian Bird, writer/producer "Touched By An Angel"



Paul Lauer, founder of Motive Entertainment



Josh Weigel, writer/director “The Butterfly Circus”



John David Ware, founder/president 168 Film Project