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Rick Schroder To Be Honored with Outstanding Career Achievement Award at The 11th Annual Temecula Valley International Film and Music Festival

The annual Gala Awards will be honoring Rick Schroder, Lucas Foster, Steve Dorff, Leonard Maltin, John Badham and AFI-American Film Institute. On Opening Night, Actress Mary Steenburgen will be receiving a Lifetime Achievement Award.

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/24-7PressRelease/ - TEMECULA, CA, September 02, 2005 --- When a television commercial actor makes the transition to a film debut, that's an accomplishment. But when that film debut happens at the age of nine, which wins him a Golden Globe Award opposite Jon Voight and Faye Dunaway in the Oscar nominated film, "The Champ," that's a sign of excellence. Actor, Rick Schroder has done it again - this time, after three decades of acting success, he's transitioned into Actor-Writer-Producer-Director with his first independent feature, "Black Cloud." He will introduce the film and do a QandA live-in person where it will be screened at 1:30 p.m. on Saturday, September 17th, 2005 at the Movie Experience 10 at Tower Plaza (E. I-15 @ Ynez Road and Rancho California Rd.) just hours before the 11th annual Temecula Valley International Film and Music Festival (TVIFF) officially presents him with the Outstanding Career Achievement Award for Performance at the annual Black Tie Gala Awards, held at Pechanga Resort and Casino (45000Pechanga Pkwy., Temecula)

Recently co-starring in the TV series "NYPD Blue," the once pop-icon pre-teen star of the TV series, "Silver Spoons," has more than forty roles to his credit, with awards and nominations in each category of TV and film. Schroder is now cultivating a career as feature filmmaker. His film "Black Cloud" (www.blackcloudthemovie.com) has received rave reviews for this story inspired by a young Native American boxer with big dreams. Schroder wrote, directed, produced and acted in the film, and is now independently distributing it. In the spring of 2006, he plans to direct his next film, "The Principle Wife."

Schroder is no stranger to music. He has also won the 2004 Country Music Association (CMA) Best Music Video Award, the 2005 Country Music Television (CMT) Director of the Year Award and the 2005 Academy of Country Music Video Of The Year Award for his direction of "Whiskey Lullaby," sung by Brad Paisley and Alison Krauss. Currently Rick is starring as Dr. Dylan West on Lifetime's "Strong Medicine."

The annual Black Tie Awards Gala will also be presenting Lifetime Achievement Awards to Film Critic, Historian, Author and TV personality, Leonard Maltin. (Entertainment Tonight, Hot Ticket), Grammy Award nominee, Composer, Steve Dorff, Director, John Badham ("Saturday Night Fever," "Short Circuit," "My So-Called Life," "War Games"). An Outstanding Career Achievement Award goes to Producer, Lucas Foster ("Mr. and Mrs. Smith," "Mask of Zorro," "Walking Tall," "Bad Boys," "Dangerous Minds") and for the first-time, AFI -American Film Institute will be receiving the festival's inaugural Distinguished Institution Award for contributions to the industry. AFI Director/CEO, Jean Picker Firstenberg will be accepting the award.

This year's festival also features: an Opening Night film screening of Director, Producer, Writer Randall Miller's "Marilyn Hotchkiss Ballroom Dancing and Charm School" where Miller and star of the film Actress, Mary Steenburgen will be present.

Steenburgen will be receiving the LIFETIME ACHIEVEMENT AWARD for Performance.

Film showcases include presentations from The American Film Institute (AFI), Independent Feature Project (IFP), Toronto Int'l

Film Festival Group, and sister festival, Rome Independent Film Festival (RIFF); showcases from Brazil, and a Young Filmmakers

Showcase from Idyllwild Arts Academy and California Conservatory of the Arts, to add to the existing student film entries from USC, UCLA, San Francisco State University and Columbia. DisneyToons Studio will be presenting sequels never before-seen-on-the-big-screen: Lilo and Stitch 2: Stitch has a Glitch; Lion King 1 ½; Three Musketeers and Pooh's Heffalump Adventure. Highlights also include an expanded two-day Music Fest featuring thirteen finalists from U.S. and Canada, industry panels and workshops featuring: "Conversations with Actor, Dorian Harewood: From Broadway to Blackjack'," "How To Get A Movie Produced," "Role of A Music Supervisor," Discovering America's Songbook, With Jim Jimirro, "Women Cinematographers," and much more.

The 11th Annual Temecula Valley International Film and Music Festival runs Sept. 14-Sept. 22, 2005 at the Movie Experience

Theaters at Tower Plaza Center is presented by Cinema Entertainment Alliance, a nonprofit arts and education organization dedicated to

celebrating world cinema and music. Tickets will be available to the general public Aug. 30, 2005. For more event details, log on to

www.tviff.com or call (951) 699-5514. For media inquiries, contact Stacey Kumagai at (818) 506-8675 or

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