

Boca Exposure

A Seabreeze Publication

Woodfield Hunt & C.C., Fieldbrook Estates, St. Andrews, Boca Grove, Polo Club, New Port Bay Club, Seasons of Boca

VOL. 9 NO. 1

www.seabreezepublications.com

JULY 2009

Heroes For The American Red Cross Rally To Raise Over \$100,000

Despite the economic downturn, loyal supporters of the Greater Palm Beach Area Chapter of the American Red Cross managed to raise more than \$100,000 through the Heroes Campaign. The grassroots fundraising and awareness initiative kicked off in April with the goal of encouraging individuals, businesses and schools to commit to raising or donating \$1,000 by June 9. All of the money raised during the third annual campaign will benefit the story of service offered by the local American Red Cross Chapter, including disaster prevention, preparation and response.

Nearly 180 "local heroes" who supported the program attended a campaign wrap-up event on Friday, June 9 at 2024AM in Boca Raton's Mizner Park. Guests enjoyed live music, complimentary food & beverages and cheered at the arrival of WFTS News Channel 7's, *Seven Minute*. The event also served as the final stop of the local metropolitan's 10th annual Ride for the Red Cross, a 117-mile bicycle ride from Sebastian to Boca Raton designed to raise funds for the organization's disaster relief efforts while observing residents on American nature preservation.

The largest contributors to the Heroes Campaign were Lee Seaberg and his mother, Pearl. This year's beneficiary

children, the Boca Raton residents donated \$40,000 through the Leo Pearson Seaberg Foundation. Seaberg is an active volunteer for the American Red Cross and has served on the South County Advisory Committee for the past six years.

Numerous other supporters stepped up to the fundraising challenge, including: Pam and Mark Engelstein; Engstrom Corporation; Blue Martins; Boca Raton Fire Rescue Services; Susan Harding; Jennifer Gail of Boca Raton; B.R. Bradley's, Mr. Home; DeWayne Ellis; Jambalaya; Michael Kaplan; Life Time Athletic Club; WCC Holdings; Dennis Maloney with Best

Heroes For The American Red Cross on page 2



Tracy Seaberg, Lee Seaberg, Pearl Seaberg, Steve Wright and Julie De

5th Annual Delray Beach Film Festival Features Movies From 12 Nations

Boca movie fans who enjoy viewing new works by independent filmmakers will stay in motion now, but by whom time may be just around the corner, joined the rest of the self-styled crowd who made the 2009 Delray Beach Film Festival a moving success during its six-day run, from May 18th to 23rd. And they shared the experience without contributing to travel to Cannes, Newport, Robert Redford's Sundance in Utah, New York—or even Ft. Lauderdale, which is known for its own widely-attended Film Festival.

More than 100 films were submitted this year from as far away as Romania/Russia/Russia, Brazil, the UK, Taiwan, Spain, China, Panama, Portugal, Ireland, Canada and, of course, the U.S. Of those, 300 were selected for inclusion in the Delray Beach event. Among the seven judges was Elton Grimesinger, the Boca Raton resident-to-be Academy Award-winning Director of the film "The Astronaut Wives."

But the Delray Beach Film Festival, which just celebrated its 5th annual event, is the brainchild of its Founder-Director, Dr. Michael Powers, a retired veterinarian, who turned his lifelong love of movies into a complete, yet joyous celebration of independent filmmaking



Celebrating the success of the 5th Annual Delray Beach Film Festival are (left to right) award-winning *Real 2 Men*, whose film, "Knuckle Buggers" was the award for Best Feature Film by a New Filmmaker; Sarah Delaney, honored for the best close-up in any of the Festival's entries; and Founder-Director of the Festival, Dr. Michael Powers.

their work mostly others in "the business" and the general public or who work or volunteer behind the scenes to make the event a success, it is Dr. Powers's off-out, hands-on dedication and gracious hospitality to everyone involved that plays a big part in the success of the festival. (Tickets for the film are \$10, and only \$2 for seniors and students. Profits are shared between education programs for young filmmakers and the Palm Beach County Human Society.)

Dr. Powers develops part of each year to traveling to other Film Festivals, the ideas and the important contacts available there. An audience this year, he found a winning independent film, "The Answer Man," which stars the noted actor, Jeff Daniels. Powers thought enough of it to screen that movie (before its official release) on the opening night of this year's Delray Beach event.

Each of the cost of holding the Festival is contributed by its large number of sponsors (I stopped counting at 94), ranging widely from Starbucks to Citicorp... from Studio 54 to Boca to the Best Western Hotels and Fairmont Royal in Can Theatre ticket sales account for most of the rest. This year, the films were screened at several Delray Beach theatres, including the Crest and Motion of Delray.

One example of the good that is accomplished by this and other such Festivals, and the potential benefits to young, just-starting-out filmmakers, is the exposure to their work that can result in major career boosts. For example, in last year's 2008 Delray Beach Film Festival, a native of Delray Beach, 29-year-old Jigme Singpa, won the Audience Award for Best Feature, "Karm Capital." As a result of this exposure, the film was picked up for distribution by Creative Rights Management, the firm

— as opposed to those issued by the major movie studios — that is rapidly growing in fame and reputation in the creative world. Indeed, according to those who have become involved in the Delray Beach project, either as filmmakers looking to have

WINNER
OF THE
BEST
CLOSE-UP
AWARD

*****CROWTH*****

REGENT 0130
3040 CANTERBURY WAY
BOCA RATON, FL 33434 3354