

CINEQUEST™

FOR IMMEDIATE RELEASE:

Contact: Brittany Welby

Tel: (408) 995-5033

E-mail: publicity@cinequest.org

CINEQUEST PICTURE THE POSSIBILITIES WORLD PREMIERE EVENTS

SAN JOSE, CA—January 31, 2012— CINEQUEST Picture The Possibilities (PTP) will roll out its World Premiere events March 1–4, 2012. Picture the Possibilities is a transformative leadership movement, where empowered youth create films, expressing visions of a better tomorrow to engage and inspire leaders to ignite change, locally, and globally.

Throughout its two-decades-long existence, Cinequest has tapped into its Silicon Valley roots and played a stand-out role in showcasing and promoting innovations that have revolutionized media making and distribution—democratizing voice and connecting people and their visions to work toward a better tomorrow. With the contraction of our planet into the so-called Global Village, change can be startling, in the time and the scope in which it occurs, leading to endless possibilities. Moreover, with mind-boggling advances in technology, these story-telling tools have been scaled down and simplified and are easily accessible to virtually anyone on the planet, regardless of geography, age, or income level.

Instantaneous, worldwide communication has further enhanced this capability and at no time in our history has there been greater opportunity to improve the world through the transformative power of personal visions to connect not only audiences but also influential leaders who are capable and willing to make a difference. For over two decades, Cinequest has celebrated the convergence of artist and innovator to empower. Shared stories fuel the imagination and technologies enhance the power and reach of stories. This synergy promotes those endless possibilities. At Cinequest, seeing an even greater realm of potential for these combined forces, locally and globally, we created Picture the Possibilities.

Cinequest PTP is a worldwide transformative leadership movement. Through the magical art form of film, local youth express their visions of a better tomorrow that will engage and inspire global leaders to create change, at first within their immediate community, but then on a wider, grander scale. PTP began with the germ of an idea that has blossomed into a phenomenal worldwide venture. PTP empowers youth around the globe with innovative tools, mentors, and training, connecting youth and leaders to share

ideas, gain better understanding, build friendships, and share hopes for the future. PTP affords youth a powerful voice for positive change. PTP educates, heals, transforms, enlightens, inspires, and creates opportunities for an improved future, for the participants, and for everyone who experiences and responds to their stories.

THREE PART PTP UNVEILING AT CINEQUEST FILM FESTIVAL

PART I: PRIVATE WORLD PREMIERE FOR PARTICIPANTS

March 1, 6:00 p.m. PST

Initial year-long efforts of youth creating short films from visions based on personal experience will culminate in a meeting of PTP participants and global leaders (connected through TelePresence technology) simultaneously in Beijing, Shanghai, New York City, Los Angeles, Mexico City, and San Jose/Silicon Valley. Media, business, cultural and political leaders will watch top movies, engage in conversations with teen participants, and propose ways and means to transform these youthful visions into tangible plans to effect positive change in the various communities.

PART II: PTP SITE GOES LIVE

March 2

PTP web site (accessed via www.cinequest.org) launches on March 2nd, presenting all youth-created films as well as personal profiles and e-learning opportunities.

PART III: PTP PUBLIC PREMIERE EVENT AT CALIFORNIA THEATRE

March 4, 3:00 p.m. \$10

The final segment of the three-part PTP premiere occurs on March 4th at 3:00 p.m. in the palatial California Theatre, where the general public will have its first opportunity to screen PTP's top films. Complementing the screenings will be highlights from the global leaders' interactions and the chance to engage the fledgling filmmakers during a live and lively, inspiring Q & A session.

WHAT'S NEXT?

And that's just the beginning. Following the World Premiere Event, PTP will kick into higher gear with an expanded 2012-13 program and a more ambitious agenda. As a visionary organization, PTP looks beyond perceived limitations and believes that the Possibilities are truly endless.

CQ22 Premium Partner: Intel Corporation (NASDAQ-GS: INTC)

Picture the Possibilities Partners: Adobe Systems Incorporated (NASDAQ: ADBE), ARRI, Brett Company, Cisco (NASDAQ: CSCO), Cokeva Inc., Hewlett-Packard Company (NYSE: HPQ), IKEA, John S. and James L. Knight Foundation, Liquid Agency, Macy's (NYSE: M), MEDIA Center, NVIDIA Corporation (NASDAQ: NVDA), Panasonic Corporation (NYSE: PC), Renta Imagen, Southwest Airlines Co. (NYSE: LUV), Synaptics Inc. (NASDAQ: SYNA), The David & Lucile Packard Foundation, The Hearst Foundations, The Morrison & Foerster Foundation.

For a full list of CQ22 sponsors go to: <http://www.cinequest.org/partners.php>

CINEQUEST AT A GLANCE

CINEQUEST: a leading edge organization that, for over twenty years, has successfully integrated creativity and technological innovation to empower, transform, and improve the lives of people and communities.

- **CINEQUEST Film Festival (CQFF):** showcases premiere films, renowned and emerging artists, and breakthrough technology—empowering global connectivity between creators and innovators.
- **CINEQUEST Picture The Possibilities (PTP):** a transformative leadership movement, where empowered youth create films expressing visions of a better tomorrow that inspire global leaders to ignite change.
- **PTP World Premiere Event during CQFF:** multiple, simultaneous, worldwide connections between media, business, entertainment, and political leaders where interaction with PTP films and each other jump start the ultimate realization of these youthful visions for a better tomorrow.

CQFF22 occurs Feb. 28 – Mar. 11, 2012

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