



FOR IMMEDIATE RELEASE

**“I WILL FOLLOW” EXTENDS ENGAGEMENTS IN TOP CITIES,
ADDS NEW SCREENS, ANNOUNCES INTERNATIONAL PREMIERES**

**AFFRM Continues Growth of First-Ever Simultaneous
National Theatrical Release Powered By Grassroots Organizations**

Los Angeles, CA (March 22, 2011) – In its third week of release beginning Friday, March 25, 2011, the critically-acclaimed dramatic feature *I WILL FOLLOW* will extend theatrical engagements on 10 screens in top markets and add several new cities through the African-American film distribution collective, AFFRM.

In concert with AMC Independent, *I WILL FOLLOW* will continue into its third week in New York City, Chicago, Detroit, Atlanta, Houston, Charlotte and two cities in New Jersey. The film will begin an exclusive one-week engagement in Los Angeles at the acclaimed arthouse theater, The Downtown Independent.

I WILL FOLLOW will continue to expand into new theaters and new cities through hybrid booking, utilizing the AMC circuit while integrating independent venues and special engagements with partner festivals off-circuit. The film will open for standard theatrical engagements at new AMC theaters in Hampton, VA and Philadelphia, PA. In addition, AFFRM festival partners in Nashville, Wilmington and Oakland will present special one-night engagements on the weekend of March 25-26.

I WILL FOLLOW will make its international premiere with presentations in London as Opening Night Selection at Images of Black Women Film Festival, and in Toronto as Closing Night Selection of Reelworld Film Festival. Both presentations will take place in April 2011.

“We hoped we would make it to this point, and here we are. We’re thrilled to implement AFFRM’s second wave release strategy, integrating black film festivals around the world with top-market domestic screens,” explained *I WILL FOLLOW* director and AFFRM founder Ava DuVernay. “Through a combination of traditional exhibitors and festival exhibitors, *I WILL FOLLOW* will screen in three countries and in more than a dozen U.S. cities in the coming weeks. Our goal is to bring quality black independent films to diverse film lovers far and wide. So far, so good.”

I WILL FOLLOW stars Salli Richardson-Whitfield, Omari Hardwick, Michole White and Dijon Talton, with Blair Underwood and Beverly Todd. In addition to a “thumbs up” from Roger Ebert, the film has garnered praise from critics at Village Voice, LA Weekly, Hollywood Reporter, Philadelphia Inquirer, Boston Globe, NY Daily News and more.

PRESS CONTACT:

Tilane Jones
DVA Media + Marketing
818.995.0050
tilane@dvahq.com