

Soledad Is Gone Forever embraces From Here to Awesome Film Festival Web 2.0 approach.

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“Soledad Is Gone Forever,” the short to feature film directed by San Francisco filmmaker Mabel Valdiviezo, has joined the Web 2.0 DIY marketing and distribution approach of Lance Weiler, Arin Crumley and M. Dot Strange, the brains behind the innovative From Here to Awesome Film Festival.

FHTA aims to spark the imagination of filmmakers about building audiences for their films and use exploding tools such social networking and viral marketing to spread awareness about their work and discover new ways to exhibit and distribute their films.

“I have been following Lance Weiler and the development of his film “Head Trauma” for a while. He and his partners are the most brilliant minds in the DIY sphere because they are opening the path for filmmakers who are redesigning their own distribution models in a creative way”, remarked Valdiviezo.

This innovative film festival will showcase in theaters worldwide, the 10 most compelling short films and 10 features that get the highest reviews and comments in YouTube, My Space and BlipTV. “We want to see if the filmmakers are embracing Web 2.0 to get their work out to a wider audience”, Weiler said.

"Soledad Is Gone Forever" is competing in the From Here to Awesome Film Festival. Go to <http://youtube.com/watch?v=9RmUKAWj-FE> watch the 3 minute interview/trailer, vote for the submission and write a comment.

Alternatively, go to <http://fromheretoawesome.com/soledadisgoneforever>

“We are confident that a lot of people will view and comment on our submission, so that producers and funders see that this is a short to feature project with great potential for becoming a successful film release,” said Valdiviezo.

Sundance Screenwriters Lab finalist, Florida Media Market Best Screenplay Award(Feature) and part of Cannes Film Market-Short Film Corner in 2007, "Soledad Is Gone Forever" is a psychological drama/thriller that explores the chilling consequences of political persecution through the eyes of Soledad Gonzalez, a young Chilean photographer living in San Francisco. When she recently learns her activist father’s body has been found in a mass grave, she returns to confront his killer, unaware of the explosive secret he holds.

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