

# MEDIA RELEASE

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## For Immediate Release

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## Feast from the East at the Hong Kong International Film Festival

Who's who in the film and entertainment industry would be making their way to the Hong Kong International Film Festival for another exciting event.

[HolidayCity.com](http://HolidayCity.com) - It's going to be a celluloid feast for movie lovers who are heading to the 34<sup>th</sup> edition of the Hong Kong International Film Festival (HKIFF) scheduled to take place from 21<sup>st</sup> March to 6<sup>th</sup> April 2010. Hong Kong hotels are expected to be filled by major industry players, actors and directors, producers and fans alike that'll be flocking to see some of the best cinematic productions the world has to offer. The 16-day event is a recognized and reputable platform for veteran and amateur filmmakers to showcase their work to an appreciative international audience. Aside from the film screenings, there are also seminars and forums, press conferences and red-carpet appearances of Asian and international celebrities.

In January, the organizers announced that a record number of 804 film projects were submitted from 69 countries, making it the biggest ever since it's inaugural event in 1977. The 120% increase over last year's submission would only mean a more exciting time at the festival where about 250 films are expected to make the grade.

Shaw Soo Wei, Executive Director of the HKIFF Society is certainly excited with the festival's achievement. "We are proud that the international film community recognises the importance of the HKIFF and sees the value of the Festival as an exciting platform to discover and launch global films and filmmakers to Asia." The sentiment is further echoed by Li Cheuk To, Artistic Director of HKIFF Society who said "we will continue to multiply the vast opportunities for these dynamic films to reach a global audience."

Lee Lai Huat, CEO of HolidayCity.com, and ardent film fan himself is equally impressed with the response. "HKIFF is an event not to be missed by film makers and fans alike. With more than 50 countries participating and over 250 films to be screened at 11 venues in the city, the festival is truly a showcase of diversity and variety." He went on to say, "Visitors to the festival would be happy to know that HolidayCity.com would be offering great discounts on Hong Kong accommodation throughout the duration of the event."

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