



WILMINGTON
REGIONAL FILM COMMISSION, INC.
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WILMINGTON REGIONAL FILM COMMISSION WINS AWARD FOR BEST LOGO

WILMINGTON, NC, June 7, 2011 – The Wilmington Regional Film Commission, Inc. (WRFC) won the first-place award for best logo at the *Produced By Conference and AFCI Locations Tradeshow*, held June 3-5, 2011 at the Walt Disney Studios lot in Burbank, CA.

This is the second time the WRFC has received this award from the Association of Film Commissioners International (AFCI). Local graphic artist for the film industry Bill King, owner of The Department of Graphic Art, updated the WRFC logo in 2010 and prepared it for entry in this year's competition. The original WRFC logo was created by local crewmember Michael Leone. The original logo won the first-place award in 2005. Johnny Griffin, the Director of the WRFC, was at the conference to accept the award. "Receiving this award is a big honor for a small film commission like us, especially in light of the fact that our competition was global, not just from the US," said Griffin.

"The WRFC really pursues exposure through every avenue possible," says Aaron Syrett, the Director of the NC Film Office. "Johnny has worked diligently on its marketing and the NCFO is glad to see the WRFC recognized for its hard work."

The *Produced By Conference and AFCI Locations Tradeshow* was presented by the Producers Guild of America and the Association of Film Commissioners International (AFCI). It was held June 3-5 at the Walt Disney Studios in Burbank, CA and featured more than 200 exhibitor booths, representing film commissions from locations far and wide—from Buenos Aires to Panama to Morocco to Louisiana. More than doubling last year's attendance records, over 2,200 attendees and 300 film commissions from around the world participated in the event.

The North Carolina Film Office, in conjunction with the WRFC and other North Carolina regional film commissions, represented the film industry in North Carolina using two booths at the tradeshow where officials promoted North Carolina's generous film incentive, the talented local crew base, strong filming infrastructure, and unique locations.

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About the AFCI

The Association of Film Commissioners International (AFCI) is the official professional organization for film commissioners who assist film, television and video production throughout the world. It is a nonprofit educational association whose members serve as city, county, state, regional, provincial or national film commissioners for their respective governmental jurisdictions. Visit <http://www.afci.org/index.htm> for more information.

About the Wilmington Regional Film Commission, Inc.

The Wilmington Regional Film Commission, Inc. markets an 11-county region in Southeastern North Carolina to TV and film productions in order to drive economic development in the entertainment business sector within the Wilmington area. Secondly, the WRFC assists productions while on-location in the Wilmington region by consulting on permitting, permissions, locations, local information, and more. Finally, the WRFC supports the production infrastructure in the Wilmington region, including crewmembers and companies that provide goods and services to the production industry. This base of experienced crew and companies is an essential part of Wilmington's success as a filming destination, and the WRFC markets these valuable assets a variety of ways, including through a printed and digital Production Guide, which is updated and distributed each year.

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