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## FOR IMMEDIATE RELEASE

### INDIE FILMMAKER TO RECEIVE *SOUL OF INDEPENDENCE* AWARD AT TROMADANCE PRESS CONFERENCE AT 2010 AMERICAN FILM MARKET!

October 5, 2010 (New York, NY) – The [TromaDance Film Festival](#) Committee would like to announce that one lucky young TromaDance filmmaker will receive the highly coveted **Kodak/TromaDance Film Festival Soul of Independence Award** at the **TromaDance Press Conference at the 2010 American Film Market!** The press conference is scheduled for **November 4, 2010 at 3 pm** in the **Loews Santa Monica Beach Hotel Press Room!**

Each year, the Soul of Independence Award is bestowed upon one deserving filmmaker, not only for an impressive body of work but, more important, for embodying the true spirit of the TromaDance Film Festival. The recipient has consistently demonstrated a creativity and an originality that separate him/her from contemporaries; by embracing career opportunities that have fostered freedom of thought and expression, this recipient has taken the chances and retained the autonomy of a truly independent filmmaker. Come to this year's TromaDance Press Conference at the AFM to find out which independent individual will receive this honor!

Now in its 12th year, the TromaDance Film Festival is a beacon for truly independent cinema. As the largest market for independent films, the American Film Market perfectly complements the ideals of TromaDance and has served as an excellent setting for the annual TromaDance Press Conference. Hosted by **Lloyd Kaufman**, President of Troma and Creator of **THE TOXIC AVENGER**, the TromaDance Press Conference at the AFM has been the perfect meeting ground for the contemporary independent minds of such individuals as **Jenna Fischer**, **Fred "The Hammer" Williamson**, **James Gunn**, **Mark Neveldine**, **Brian Taylor**, **Penelope Spheeris**, and, of course, **The Toxic Avenger**, to converge and discuss the state of the film industry and other important news.

Inspired by **Trey Parker** and founded in 1999 by Kaufman, TromaDance is the first film festival wholeheartedly devoted to filmmakers and fans. Unlike every other film festival, TromaDance does not charge filmmakers a fee to submit their films. Entrance to all screenings is free and open to the public. The organizers of TromaDance believe that films are meant to be seen, especially when it comes to new filmmakers.

Due to the uniqueness of this event, space is very limited. Please RSVP to Anne Koester at [anne@troma.com](mailto:anne@troma.com) **as soon as possible**. This event is open to everyone.

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