

News Release

FOR IMMEDIATE RELEASE

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SUMMER FUN AND FAMILY FILMS AT THE SHERATON WAIKĪKĪ

*Starwood Hotels & Resorts Hawai'i partners with The University of Hawai'i
Kid's First! Film Festival with free screenings at the Sheraton Waikiki*

WAIKIKI BEACH, HAWAII (June 3, 2008) – Lights! Camera! Action! Starwood Hotels & Resorts Hawai'i has partnered with The University of Hawaii KIDS FIRST! Film Festival, presented by UH-Manoa Outreach College to offer free screenings of fun family movies for local residents and island visitors this summer.

The University of Hawai'i KIDS FIRST! Film Festival runs June 8 through July 20 with six Sunday screenings at 3:00 p.m. at the UH-Manoa Art Auditorium (except July 6). Two of the featured films will also have repeat showings poolside at the Sheraton Waikīkī against the backdrop of Waikīkī Beach and Diamond Head. *Moondance Alexander* (showing June 8 at UH-Manoa) will repeat at the Sheraton Waikiki on **June 29 at 7:00 p.m.**; *Alice Upside Down* (showing June 22 at UH-Manoa) will repeat at the Sheraton Waikiki on **July 6 at 7:00 p.m.**

Appropriate for children ages 8 and over, *Moondance Alexander*, which runs at the Sheraton Waikīkī on Sunday, June 29th, features Kay Panabaker (Nancy Drew) as the spunky 12-year old Moondance who has a hard time making friends, but a chance meeting with a wild pinto changes her life. With the help of a down-and-out show rider (Don Johnson), Moondance discovers that sometimes fitting in is less important than moving on and riding it out. The 94-minute film also

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features figure skater Sasha Cohen and was awarded *Best Film* at the Newport Beach Film Festival.

On Sunday, July 6, the Sheraton Waikīkī will offer a free screening of *Alice Upside Down* for kids ages 8-12. This 90-minute film, based on books by Phyllis Reynolds Naylor, features young superstars Alyson Stoner (*Cheaper by the Dozen*) and Lucas Grabeel (*High School Musical*); Luke Perry and Penny Marshall and was awarded *Best Comedy Feature* at the International Family Film Festival. Eleven-year-old Alice finds her life seriously disrupted when her widowed father moves the family to a new town. Having a rough time adjusting to her new life, Alice gets a little unexpected help and charges forward towards her future.

The University of Hawai‘i KIDS FIRST! Film Festival is sponsored by UHM Outreach College. The national KIDS FIRST! Film Festival, a project of the national Coalition for Quality Children’s Media, is the largest children’s film festival in the world, traveling to more than 100 locations annually, including the University of Hawai‘i at Manoa. All films are shown free of charge. Now in its ninth year, the Festival offers sneak previews of outstanding films, DVDs and TV shows including major motion pictures, classics, and independent films. KIDS FIRST! films are free of gratuitous violence; race, gender, or religious bias; inappropriate content; and condescension towards children. Age-appropriate groupings of films entertain through a balance of animation and live action, plus varied themes from different cultures.

KIDS FIRST! evaluates, rates and endorses children's media using volunteer, community-based juries comprising child development professionals, teachers and parents as well as children from diverse geographic, socio-economic and ethnic backgrounds.

All of the films are FREE with door prizes given at many of the screenings. For complete information, visit www.outreach.hawaii.edu/summer. For details on the two screenings at the Sheraton Waikiki, visit www.sheraton-waikiki.com. Additional plans are in the works with Maui Community College-VITEC, College for Kids Program, as well as Starwood Hotels &

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Resorts Hawai'i, for screenings on Maui. Supported in part by the Sidney Stern Memorial Trust.

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