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**KIDS FIRST! BEST AWARDS TO BE PRESENTED AT THE
2nd ANNUAL LOS ANGELES INTERNATIONAL CHILDREN'S FILM FESTIVAL**

Awards Ceremony October 14th as Part of KIDS FIRST! Best Day

Events Include Exclusive Screening of Upcoming Feature Film "Flicka"

(Santa Fe, NM)—The Coalition for Quality Children's Media and the Los Angeles International Children's Film Festival have teamed up to present the seventh annual KIDS FIRST! Best Awards. This year, a record 20 categories will honor works by studios, independent producers and elementary, high school and college students. The Awards will take place on Saturday, October 14th at the Los Angeles County Museum of Art as part of the KIDS FIRST! Best Day—11:30 a.m. to 5:00 p.m.—which will include a special screening of *Flicka*, starring Tim McGraw, Alison Lohman and Maria Bello.

"Our festivals and programs have grown significantly over the years, and we're proud to bring this year's awards show to Los Angeles," said Ranny Levy, Founder and President, Coalition for Quality Children's Media. "The increased recognition of our programs throughout the country has enabled us to add additional categories to this year's awards show, and the competition remains extremely competitive, with a record number of 571 submissions."

The 20 awards are divided into the following categories:

- Best Indie Short—Ages 2-5
- Best Series—Ages 2-5
- Best Feature—Ages 2-5
- Best Series—Ages 5-8
- Best Documentary—Ages 5-8
- Best Feature—Ages 5-8
- Best Short (under 10 minutes)—ages 5-12

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- Best Short (over 10 minutes)—ages 5-12
- Best Short—Ages 8-12
- Best International Short—Ages 8-12
- Best Documentary—Ages 8-12
- Best Feature—Ages 8-12
- Best Independent Feature—Ages 8-12
- Best Series—Ages 8-12
- Best Documentary—Ages 12-18
- Best Feature—Ages 12-18
- Best Animated Short—Ages 12-18

In addition, there will be one category each for Elementary, High School and College Student productions.

For a complete list of nominees, visit www.kidsfirst.org.

The KIDS FIRST! Day will begin at 11:30 a.m. with special pre-school screenings of such programs as *Curious George*; *Roberto: The Insect Architect*; *Things That Make Me Laugh* and *Peep and the Big Wide World*.

At 1:00 p.m., families can enjoy a special presentation of *Me, Eloise*, starring Lynn Redgrave and Tim Curry.

Capping off the day, between 2:30 and 5:00 p.m., will be the feature presentation of *Flicka* and the KIDS FIRST! Best Awards Presentation, featuring a wide array of presenters.

Throughout the day, families are invited to enjoy costumed characters, photo ops, goodie bags and surprise giveaways.

The Los Angeles International Children's Film Festival is produced by the Children's Film Festival Company, in partnership with the Los Angeles County Museum of Art's NexGen program. Established as an independent institution in 1965, the Los Angeles County Museum of Art has assembled a permanent collection that includes approximately 100,000 works of art spanning the history of art from ancient times to the present, making it the premier encyclopedic visual arts museum in the western United States.

The KIDS FIRST! FILM AND VIDEO FESTIVAL is an initiative of the not-for-profit Coalition for Quality Children's Media. The Coalition's goal is to empower children to make wise media choices and to promote quality media products that enrich their lives. <http://www.kidsfirst.org>.

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