



FOR IMMEDIATE RELEASE:

**RICH PELUSO, SVP OF AFFIRM FILMS,
TO DELIVER KEYNOTE ADDRESS AT 9TH ANNUAL
KINGDOMWOOD CHRISTIAN FILM FESTIVAL**

August 18, 2016 – Atlanta, GA: Rich Peluso, Senior Vice President of AFFIRM Films, will deliver the keynote address at the upcoming Kingdomwood Christian Film Festival (KCF), scheduled for October 7th – October 9th at the Marriott Buckhead hotel located in Atlanta, Georgia.

AFFIRM Films, a division of Sony Pictures Entertainment (SPE), is focused on the development, production, acquisition and marketing of faith-based and inspirational films. Movies produced under the AFFIRM Films banner have included, *Heaven Is For Real*, *Miracles From Heaven*, *War Room*, and *Risen*.

Prior to joining AFFIRM Films, Peluso served 15 years at EMI Christian Music Group/EMI Music as the president of EMI CMG Distribution. He was also president of the Safe Side Company, a children’s entertainment company founded by John Walsh (Host of America’s Most Wanted), and Julie Clark (founder of The Baby Einstein Company). ***“The work that Kingdomwood is doing for faith-based filmmakers and the community is so important during this time in our country. I’m honored to be a part of this year’s festival,” said Peluso.***



RICH PELUSO, SVP OF AFFIRM FILMS

Peluso, who is scheduled to speak on Friday, October 7th, will address the genesis and impact of faith-based filmmaking and its future in the industry. ***“Kingdomwood’s mantra is to reach, teach and inspire the next generation of filmmakers and we are so delighted to have Mr. Peluso to share his experience within the faith-based film industry with our festival participants,” said Audrey Thomas, KCF Founder and Curator.***

ABOUT AFFIRM FILMS:

AFFIRM Films is a division of Sony Pictures Worldwide Acquisitions (SPWA), a Sony Pictures Entertainment (SPE) company, dedicated to producing, acquiring and marketing films that inspire, uplift, and entertain audiences. AFFIRM Films acquires faith-based and inspirational content across a wide range of genres and budgets for the various global distribution platforms at SPE including theatrical, television, and home entertainment.

www.affirmfilms.com

ABOUT KINGDOMWOOD CHRISTIAN FILM FESTIVAL:

Kingdomwood Christian Film Festival [KCF] is a faith-based film festival conceptualized in 2007 by filmmakers Audrey Thomas and Joe Williams from Driven Films. KCF takes place every October in Atlanta, GA and provides a forum for independent filmmakers to screen films that promote and inspire Christian teaching and values. KCF screens full features, shorts, and documentaries, and offers workshops and symposiums that offer insight and analysis of industry trends in faith-based filmmaking and production. www.kingdomwood.com

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