

Frameline44

San Francisco International LGBTQ+ Film Festival

www.frameline.org

FOR IMMEDIATE RELEASE

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MORE THAN 35,000 IN ATTENDANCE AT FRAMELINE'S VIRTUAL PRIDE MONTH PROGRAMMING

SAN FRANCISCO (July 1, 2020)— Today, **Frameline**—the world's longest-running and largest showcase of queer cinema—announced that more than 35,000 guests were in virtual attendance during the organization's Pride month programming, which included the four-day [Frameline44 Pride Showcase](#) (June 25–28, 2020) in celebration of the 50th anniversary of San Francisco Pride, as well as Frameline's other June offerings. The four-day virtual event featured 13 world premieres, one international premiere, three North American Premieres, and two U.S. premieres. Filmmakers, directors, and celebrity guests **Gemma Arterton**, **Jacki Weaver**, **Mya Taylor**, **Rachel Dratch**, **Jesse Tyler Ferguson**, and **Denise Ho** joined in from around the world for Q&A's in order to evoke the live festival experience for which Frameline is known.

"Presenting a virtual festival amidst the unprecedented challenges presented by the COVID-19 pandemic was certainly a risk that required an extraordinary pivot from our initial Pride Month plans," said **James Woolley**, Frameline Executive Director. "We are incredibly proud of the lineup of films we presented and that we were able to keep the spirit of Frameline alive for viewers from across California."

The Frameline44 Pride Showcase also featured the world premiere of **AHEAD OF THE CURVE** at Concord's West Wind Drive-In Theater. Directed by **Jen Rainin** and co-directed and produced by **Rivkah Beth Medow**, more than 1,700 attended the screening, a record number of attendees for an in-person event in Frameline's 44-year history.

"Frameline was an incredible champion for us as we innovated our film premiere in a pandemic. Their willingness to embrace an opportunity to be creative and realize our wild vision gave us confidence in our decision to premiere in-person now, and it paid off in spades," said **Rainin** and **Medow** in a joint statement. "Our crazy Pride Drive-In extravaganza was the most highly-attended premiere in Frameline

history! We are incredibly grateful to be a part of the Frameline44 legend as the independent filmmaking world charts a new path forward."

The Pride Showcase kicked off Frameline's 2020 festival offerings and allowed the organization to continue its tradition of celebrating Pride each June while prioritizing the safety of its audience, staff, filmmakers, and community partners. The larger Frameline44 Festival has been postponed until this Fall, dates for which will be announced in the coming weeks.

Pride Showcase Sponsors

The Frameline44 Pride Showcase was made possible with generous support from returning Premier Partners **GILEAD SCIENCES, INC., SHOWTIME®, BANK OF AMERICA,** and **MONIKER.** Additional funding is provided by **THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES, WELLS FARGO FOUNDATION, AT&T, WARNERMEDIA, ARNOLD & PORTER, BANK OF THE WEST, BLOOMBERG PHILANTHROPIES,** and **SAN FRANCISCO SYMPHONY.**

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About Frameline

Frameline's mission is to change the world through the power of queer cinema. As a media arts nonprofit, Frameline's integrated programs connect filmmakers and audiences in San Francisco and around the globe. Frameline provides critical funding for emerging LGBTQ+ filmmakers, reaches hundreds of thousands with a collection of over 250 films distributed worldwide, inspires thousands of students in schools across the nation with free films and curricula through Youth in Motion, and creates an international stage for the world's best LGBTQ+ film through the San Francisco International LGBTQ+ Film Festival and additional year-round screenings and cinematic events. For more information on Frameline, visit www.frameline.org.