



MEDIA CONTACT:

Kim Huenecke 602-525-3012, kahuenecke@yahoo.com
Eva Louis 480-577-7653, chronicbehavior@gmail.com
Email: worldwidewomensfilmfestival@gmail.com

NEWS AZ premieres film about first female director at WWFF

WWFF sponsor Activ Intimates shares empowerment mission

A film about the first female director, screenwriter, producer and studio owner, narrated by actor/director Jodie Foster, will kick off the third annual Worldwide Women's Film Festival (WWFF) Feb. 7, 2020 in Scottsdale.

"Be Natural," a [Cannes Classics official selection](#), is the story of Alice Guy-Blaché, who created one of the first narrative films ever made.

"Her films explored the heights of fame and financial success she achieved before she was shut out from the very industry she helped create," explains Pamela B. Green, the film's writer, producer and director.

Supported by Foster and Robert Redford, the filmmakers were granted access to Guy-Blaché's papers, photos, diaries, artifacts and other materials in her personal archive.

"As part of the detective work for this film, we discovered a lost film collection, one of the oldest in the world, and identified some 10 films that Alice directed or produced," Green adds.

Over the span of her career, starting in the late 1890s, Guy-Blaché wrote, produced or directed 1,000 films, including 150 with synchronized sound during the "silent" era. Her work includes comedies, westerns and dramas, as well as films with groundbreaking subject matter such as child abuse, immigration, Planned Parenthood, and female empowerment. She also etched a place in history by making the earliest known surviving narrative film with an all-black cast.

Scottsdale sisters and owners of Activ Intimates, who create versatile styles of lingerie, quickly agreed to sponsor the film for the Festival.

"Essential to our mission is supporting and empowering women as they navigate all stages of living female with meaningful information and real conversations about sexual wellness," Laurie McMordie says.

Sibling CJ Hersch adds their involvement was a perfect fit. "We are honored to sponsor this film which rediscovers and celebrates Alice's contributions to cinematic history."



WWFF co-founder Eva Louis says she's thrilled to bring this film to Arizona. "It was serendipitous that I became aware of this film on a #femalefilmmaker social media post," she says. "WWFF is always looking to support and showcase women who are paving the way. To find this hidden gem of a story about a significant pioneer in film history and then have the opportunity to share it with audiences, we couldn't be more pleased at this chance to show this relevant film at our festival during this time."

Co-founder Kim Huenecke agrees. "I am excited for the Arizona premiere of this film! I wasn't aware of Alice's work and am thrilled to learn more about her. She was a pioneer for all female filmmakers and we are pleased to honor her by showing this film."

The Arizona premiere of the film will be screened during the first night of the three-day festival which runs Feb. 7-9, 2020 at the Harkins Shea 14 Theatres, 7354 E. Shea Blvd. in Scottsdale.

The Festival is open for submission through Oct. 31 to feature length and short films with a woman in at least one key creative role of writer, producer, director, cinematographer, editor and composer. There are 24 categories, including for best feature, short, documentary feature, documentary short, horror, thriller/action, original music, sci-fi, web series, with audience awards and more. A complete list is on the Festival website.

For more information and updates, visit the festival website at www.wwfilmfestival.com, email worldwidewomensfilmfestival@gmail.com or direct message Festival organizations via [Facebook](#) at Worldwide Women's Film Festival.

Contact - Social Media Info

E-mail: worldwidewomensfilmfestival@gmail.com

Website: www.wwfilmfestival.com

Facebook: <https://www.facebook.com/WorldwideWomensFilmFest/>

Twitter: <https://twitter.com/WWFilmFestival>

Instagram: <https://www.instagram.com/worldwidewomensfilmfestival/?hl=en>