

## M A R K E T I N G

# Ringling the opening Belle on a new winery

### Film expo in Bellmore in July

The Long Island International Film Expo gets started July 9, and ads on Long Island television stations will begin running later this month, touting the week-long festival at Bellmore Movies.

"A few weeks before, we'll run something on News 12, and perhaps channel 55," said Debra



Markowitz, a vice president of the film festival.

This year, 68 independent movies, many of them locally filmed and produced, will get a showing at the Bellmore theater. Those were selected from more than 200 submitted.

"We watch every one of those movies," Markowitz said. "There are some days that we're doing nothing but watching movies."

Tickets for a single movie block are \$8 for adults, \$5.50 for seniors. A gold pass, which offers access to every movie played from July 9-15, is \$50.

The local television ads will probably be all the advertising the film festival does.

"We depend a lot on word of mouth,"

Markowitz said.