

Film festival names new artistic director

Salcido brings film, television experience

Bulletin Staff Report

The Board of Directors of the White Sands International Film Festival, a thriving annual Las Cruces event for amateur and professional filmmakers, has announced the hiring of David Salcido as Artistic Director for the 2014 festival.

Salcido's experience in the film industry and the local arts community will help make next year's event even more dynamic and successful.

"We are very excited to announce the addi-

tion of David Salcido to our team as the artistic director," said Rob Sharp, president of the White Sands International Film Festival. "David's volunteerism at last year's event really helped us make it more filmmaker friendly, and his enthusiasm for film is contagious."



SALCIDO

Salcido has 10 years of experience working in the film and television industry, with companies such as Paramount Films, Full Moon Entertainment and Lionsgate Entertainment, among others. He has done freelance

work for Dreamworks SKG, Warner Bros. Pictures, Universal Pictures and others.

In addition, Salcido has extensive experience with writing for industry publications, as well as co-owning a full-service marketing enterprise catering to independent filmmakers. He is also the former manager of the Rio Grande Theatre in Downtown Las Cruces and is a full-time staff writer for the Las Cruces Bulletin.

The White Sands International Film Festival is beginning preparations for its ninth annual event, taking place Sept. 3-7, 2014, in Las Cruces. The festival brings together films from around the world to showcase the skills and talents of amateur and professional filmmakers alike. The festival features film screenings, acting workshops, VIP parties and a 48-hour filmmakers' competition.

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ROB SHARP,
president, White Sands International
Film Festival Board of Directors