



MEDIA ALERT

MONTCLAIR FILM WELCOMES MIKE SAMPSON AS NEW DIRECTOR OF MARKETING

Montclair Film
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March 1, 2021 MONTCLAIR, NJ – Montclair Film today announced that Mike Sampson has joined the organization as the non-profit's new Director of Marketing.

Sampson comes to Montclair Film with over 20 years of experience in the film industry. He recently served as the Creative Director for East Coast Operations at Alamo Drafthouse Cinema, supervising marketing, promotional, and programming efforts for the flagship Downtown Brooklyn theater and working to expand the company's footprint to the northeast. As a writer and film journalist, his bylines include work at *Vulture*, *Curbed*, *Huffington Post*, *Complex*, *SXSW*, and more. He was recently listed as one of the most influential U.S. film professionals on Twitter and is a member of the Broadcast Film Critics Association.

"We are thrilled to welcome Mike to Montclair Film," said Executive Director Tom Hall. "Mike's experience in film, as a journalist, exhibitor, and marketing professional will provide us with an exciting opportunity to continue to grow the impact of our mission."

"For years I have admired Montclair Film's culture and mission, and as someone whose love of film was born and bred here in New Jersey, I'm beyond thrilled to help lead a new era of entertainment, education and storytelling in my home state," said Sampson.

More information about current programs, including Montclair Film's Virtual Cinema, online classes, and support opportunities can be found at montclairfilm.org





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ABOUT MONTCLAIR FILM

Montclair Film, a non-profit, tax-exempt 501(c)(3) organization connects filmmakers from around the region and world with audiences by presenting films and year-round programs that engage, educate, and entertain through the power of visual storytelling. The tenth annual Montclair Film Festival, presented by Investors Bank, will take place from October 21-30, 2021. The Storyteller Series is presented by Audible. We are grateful for generous support from Craig Newmark Philanthropies; the County of Essex Department of Parks, Recreation & Cultural Affairs; and Hackensack Meridian Health, Mountainside Medical Center. Additional support is provided by Chubb; Coldwell Banker Realty; William H. Connolly & Co.; Hiker; Horizon Foundation for New Jersey; The Nature Conservancy; and RBC Wealth Management, as well as from Ashenfelter, Trembulak, McDonough, Golia & Trevenen, LLP; The Bravitas Group; Genova Burns; Kore Private Wealth; Partners for Health Foundation; and Rao's Homemade. All programs are made possible with funds from the New Jersey Department of State, Division of Travel and Tourism, as well as the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts, among many others. Montclair Film provides unique and meaningful ways to engage with diverse, creative, and sophisticated audiences and seeks sponsors for its signature spring film festival and other year-round programs that attract more than 46,000 annual attendees and generate more than 750 million media impressions yearly. For information about Montclair Film, visit www.MontclairFilm.org.

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