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NEWS

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“Sun Valley Film Festival and Alaska Airlines Launch Reel Sweet Sweeps” *Winner receives trip for two to attend 2016 Festival*

SUN VALLEY, ID....The Sun Valley Film Festival (SVFF), Alaska Airlines and Sun Valley Resort have teamed up to offer a [Reel Sweet Sweeps](#) with the winner enjoying a trip for two to Sun Valley for an inspired weekend of fabulous films, music, parties, stars and sunny spring skiing.

[The Sun Valley Film Festival](#), recognized by *USA Today* as one of the “Great Places for a Film Festival,” will take place March 2-6 and has quickly become a filmmaker’s festival in a place steeped in cinematic history. With a proven knack for drawing industry heavyweights and independent talents to an intimate locale far from the Hollywood scene, SVFF offers everything a film fan could ask for – and a few extra perks to boot. The combination of cutting-edge programming and bona-fide insider access in a fun, relaxed atmosphere is making the Sun Valley Film Festival a rising star in the world of destination festivals.

[Alaska Airlines](#), major sponsor of the 2016 SVFF, serves Sun Valley with nonstop seasonal winter and summer flights from Seattle and Los Angeles. “With more than 30 years of service to the region, we are proud to bring people from the West Coast to this world-renowned destination and support this outstanding Sun Valley signature event,” remarked Clint Ostler, Alaska Airlines Manager of Marketing and Sponsorships.

The winner of the **Sun Valley Film Festival Alaska Airlines Reel Sweet Sweeps** will receive:

- 2 Roundtrip tickets to Sun Valley on [Alaska Airlines](#)
- 3 Nights lodging at the Sun Valley Resort
- 2 All-Access Sun Valley Film Festival Passes

The Reel Sweet Sweeps contest ends February 16. Film lovers can register to win and view complete contest rules at www.sunvalleyfilmfestival.org

About the 2016 Sun Valley Film Festival

The Fifth Annual Sun Valley Film Festival, presented by Zions Bank, will run March 2-6, 2016, and will feature a curated slate of more than 60 cutting-edge films and TV premieres, engaging Coffee Talks with top industry insiders including legendary filmmaker Oliver Stone, (recipient of the 2016 SVFF Lifetime Vision Award), fabulous parties and panels, a Screenwriters Lab led by award-winning writers Mark Duplass and Nat Faxon, and the spectacular SVFF Awards Bash. The combination of

cutting-edge programming and bona-fide insider access in a fun, relaxed atmosphere is making the Sun Valley Film Festival a rising star in the world of destination festivals. This coming spring, filmmakers from around the world will bring their vision to the Sun Valley Film Festival, and movie lovers are invited to watch it come into focus.

For Sun Valley Film Festival details and tickets, visit: www.sunvalleyfilmfestival.org.

Get Festival updates on [Facebook](#) and [Twitter](#).

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Images available for download at <http://sunvalleyfilmfestival.org/media/>