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Hydrogen Rocks! Science Fueling Film and Live Music

Film on the Rocks Powered by Fuel Cells

Denver, Colorado, August 11, 2005 – The City and County of Denver, Denver Film Society, the Governor’s Office of Energy Management and Conservation and the U.S. Environmental Protection Agency are hosting “Hydrogen Rocks!” an environmental Sustainability Fair as a way to educate citizens on renewable energy sources and energy efficiency. The event will take place as a part of Film on the Rocks at Red Rocks Amphitheater on Tuesday, August 16th. Attendees will get a glimpse of the clean energy technologies of the future as the Twist & Shout band will be powered by a fuel cell provided by Plug Power and the Governor’s Office of Energy Management and Conservation.

The Sustainability Fair, supported by Mayor John Hickenlooper’s Sustainable Development Initiative, will take place between 6pm and 8:30pm prior to the film *Ray*. Guests are encouraged to visit booths located at the Upper Level of Red Rocks Amphitheater. Attendees can learn from a number of Colorado environmental organizations about protecting Colorado’s forests, a new vision of zero waste program, open spaces protection, promoting clean air, implementing clean energy sources and recycling.

“Natural beauty and technology go hand-in-hand at Red Rocks, so there is no better venue to showcase sustainable practices and technologies in a creative manner that is both fun and educational,” said Denver Mayor John Hickenlooper, who launched the City’s Sustainable Development Initiative in April. “We are grateful to the EPA and Denver Film Society for helping to make this event possible.”

“The EPA promotes renewable energy and energy efficiency because it reduces the need to burn fossil fuels such as coal, gas and oil. Reducing our reliance on fossil fuel improves our air quality and public health. It also increases our energy security by reducing dependence on imported energy,” said Tim Rehder of the EPA.

In addition to the use of the fuel cell, Ecoproducts and Corporate Express will provide “corn cups” for all alcoholic beverages served that evening. Corn cups are made from renewable resources and are 100 percent biodegradable; all of the corn cups will be composted after the event. The City and County of Denver and the U.S. Environmental Protection Agency will have reserved parking for hybrid vehicles, so those patrons who arrive to Film on the Rocks in a hybrid vehicle will have preferred parking the Upper North Lot. In addition, the City and County of Denver will display a hybrid Ford Escape and hybrid Toyota Prius on the Upper Level Plaza for attendees to view.

“Denver Film Society supports the vision of a clean energy future. We’re happy to open up Film on the Rocks to these groups so that they can educate citizens on environmental issues,” said Lindsay Mangat, Project Manager for Denver Film Society. “We are pleased to be partnering with

Denver, the EPA and the Governor's Office of Energy Management and Conservation in making Film on the Rocks an environmentally friendly event."

The fuel cell used at Film on the Rocks on August 16th produces electricity without pollution. Fuel cells combine hydrogen and oxygen to create electricity; the only byproduct is water vapor. These technologies will create an evening with significantly reduced pollution.

Not only is Film on the Rocks the best entertainment deal of the summer, but patrons can feel good about an environmentally conscience evening of entertainment.

Tickets to Film on the Rocks are on sale now!

\$8.00 in advance

\$10.00 day of the show

"4-Star Film Fun Pack" =

4 admissions, 4 hot dogs, 4 popcorns and 4 Pepsi® fountain drinks for \$44!
(available in advance ONLY!)

Tickets available in all King Soopers stores, by phone at
1-866-464-2626, and online at www.denverfilm.org

Gates open at 6pm

Arrive early & check out the bands on the Twist & Shout Stage – Erica Brown Band located at
the top of the Amphitheatre at 6:15pm

James Van Buren at the Main Stage at 7:30pm

Movie starts at dusk (approx. 8:45pm), RAIN OR SHINE

Back by popular demand...Nationally touring headline comedian Chuck Roy will be hosting the
evening courtesy of Comedy Works

**FILM ON THE ROCKS IS BROUGHT TO YOU BY THE DENVER FILM SOCIETY
AND THE CITY & COUNTY OF DENVER WITH SPONSORSHIP FROM: THE
DENVER POST, KBCO 97.3 AND HEALTHONE**

About Denver Film Society

Denver Film Society is a membership-based nonprofit cultural institution dedicated to cultivating film as art. Founded in 1978, Denver Film Society produces at least five film festivals per year, including the signature 28th Starz Denver International Film Festival (Nov. 10 – 20, 2005.) Denver Film Society's home theatre and cinematic education center is open daily at Starz FilmCenter at the Tivoli, Denver's first and only year-round cinemateque, operated with University of Denver's College of Arts and Media, and with support from Starz Entertainment and the Denver-area Scientific and Cultural Facilities District (SCFD.) Denver Film Society members support one-of-a-kind programs reaching more that 200,000 film lovers and film lovers-in-training each year.

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