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**2010 Bel-Air Film Festival Announces Eco Family Day
A *FREE* Interactive Hosted by Jane Graves & Ladybug Jane**

LOS ANGELES (SEPTEMBER 16TH) The third annual *Bel-Air Film Festival 2010* goes green in the garden at UCLA's James Bridges Theater with their first *FREE Eco Family Day* on Sunday October 17th. Melody Storm, President of BAFF felt the day would be an added enriching experience for the community and a way to celebrate the merging of the film world and nature's most precious resources – Mother Earth and all of her inhabitants. The event will run from 10:00am to 2:30pm.

One of this year's film producers, **Jane Graves**, actress, model, research scientist and creator of Ladybug Jane (a multi-media eco-friendly character) will be hosting this *Eco Family Day*, along with her adorable winged insect friend, Ladybug Jane. Jane's enchanting animated short film - *Red Lips Inspires Ladybug Tips*, directed by **Rusty Mills** *Pinky and the Brain*, will screen it's World Premiere promptly at 11:30am, along with animation films *Squito in Love* with its Los Angeles Premiere, and World Premiere for *The Great American Pigeon Race*.

The *Eco Family Day* excitement will begin at 10:00am as the kids become the stars and take a walk on the green carpet in the garden and have their picture taken with Ladybug Jane. After the series of animation screenings, each child will receive a special gift and photo (online accessible) of themselves on the green carpet with this charismatic ladybug.

Other engaging and inspiring activities of this FREE day will include kids yoga, hula hooping, a young people (and mommy) spa area, worm composting and eco-friendly face painting, along with a few other surprise earthly garden creatures and healthy tasty treats.

Sponsors:

Dream it Productions, Jet Blue, Chevrolet, Push One, Brits in LA, Ladybug Jane, Buy Cheap Software, Digital Entourage, Quick Film Budget, Palomar Hotel, SLS Hotel

About the Bel-Air Film Festival

The Bel-Air Film Festival is an independent international film festival recognized for celebrating cinema in one of Southern California's most prestigious and storied communities. The Festival attracts thousands of moviegoers each year. The Bel-Air Film Festival promotes the appreciation and knowledge of film, and seeks to recognize the most creative films and individuals in the film industry each year. The Festival's goal is to inspire filmmakers and help provide them with the resources needed to further their knowledge.

For more information please visit www.belairfilmfestival.com

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