



*Revised*

**FOR IMMEDIATE RELEASE**

**MVFF39 screening will be the CALIFORNIA Premiere**

**MILL VALLEY FILM FESTIVAL ANNOUNCES  
CALIFORNIA PREMIERE  
**BANG! THE BERT BERNS STORY**  
FESTIVAL DATES ~ OCTOBER 6 – 16, 2016**

SAN RAFAEL, CA (April 29, 2016) – The Mill Valley Film Festival (October 6 – 16, 2016), presented by the California Film Institute, announced its first film selection today, the **California** premiere of *BANG! THE BERT BERNS STORY*. Filmmakers Bob Sarles and Brett Berns are expected to attend and the film's screening will be accompanied by a live music celebration of Bert Berns' hits at the historic Sweetwater Music Hall, in downtown Mill Valley, as part of the Festival's MVFF Music Series.

**About *BANG! The Bert Berns Story***

You may have never heard of Bert Berns, but you know the enduring songs he's written and produced: *Twist & Shout*, *Cry to Me*, *Tell Him*, *Piece of My Heart*, *Brown-Eyed Girl*, *Hang On Sloopy*, *Everybody Needs Somebody to Love* – Berns' career IS Rock 'n' Roll. Berns sessions made legends of Solomon Burke, The Isley Brothers, The Drifters, Ben E. King, Wilson Pickett, Van Morrison, and Neil Diamond, and his songs became chart-topping covers for the likes of the Beatles, the Rolling Stones, the Animals and Janis Joplin. His premature death at 38 cut short a seven-year streak of hits, rooted in his early Brill Building days, through his tenure at Atlantic Records to the formation and success of his own labels Bang Records and Shout Records. This exhilarating documentary beats a peripatetic pace through the history of 60's R&B-fueled rock as driven by the man who propelled the most emotive, dynamic and sublime soundtrack of the era.

Co-directed by Bay Area filmmaker Bob Sarles (MVFF36, *Sweet Blues: The Mike Bloomfield Story*) and Berns' son Brett Berns, *BANG!* premiered at SXSW 2016 and features narration by Steven Van Zandt and interviews with Van Morrison, Paul McCartney, Solomon Burke, Ronald Isley, Brenda Reid, Ben E. King, members of the Berns family and many more. Both filmmakers are expected to attend festival screenings. A live musical performance at the Sweetwater Music Hall honoring Berns' music will be programmed in conjunction with the film as part of the MVFF Music Series.

On April 8<sup>th</sup>, 2016, Berns was posthumously inducted into the Rock and Roll Hall of Fame, with the Ahmet Ertegun Lifetime Achievement Award. The ceremony's first broadcast will air on HBO, Saturday, April 30<sup>th</sup>.

**About the Mill Valley Film Festival**

## **2016 Mill Valley Film Festival**

### **BANG! The Bert Berns Story**

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For nearly four decades, the world-renowned Mill Valley Film Festival (MVFF) has maintained its position as a vital showcase of the global film community, attracting iconic red-carpet talent, burgeoning filmmakers, passionate audiences and astutely curated premieres often overlooked by larger festivals. An in-demand destination for film lovers, drawn by unmatched locale and a diverse program of mainstream studio features and new visions from independent voices from around the world, MVFF also hosts an exciting array of filmmaker and industry conversations, panels, parties and live music performances, featuring the most acclaimed emerging and veteran actors, filmmakers and musicians of our time. A destination event for cinephiles everywhere, and known for launching new films and creating awards season buzz, MVFF has earned a deserved reputation as a “filmmaker’s festival” by celebrating the best in American, independent and world cinema alongside high profile and prestigious award contenders. Presented by the California Film Institute, this year’s Festival runs October 6 – 16, 2016. Locations include: CinéArts@Sequoia and The Sweetwater Music Hall (Mill Valley), Christopher B. Smith Rafael Film Center (San Rafael), Lark Theatre (Larkspur) and other theatres throughout the Bay Area.

#### **About the California Film Institute**

The California Film Institute is a 501(c)(3) non-profit organization dedicated to celebrating and promoting film and media as art, entertainment and education through the presentation of the annual Mill Valley Film Festival, now in its 39<sup>th</sup> year, and ongoing cultivation of the next generation of filmmakers and audiences through CFI Education. Additionally, CFI acts as a year-round film-centric town hall through a diverse calendar of programming at one of the leading non-profit independent theatres in the country, the Christopher B. Smith Rafael Film Center, with films that entertain as well as address a breadth of social, environmental and cultural issues. For more information, visit [www.cafilm.org](http://www.cafilm.org) or call (415) 383-5256

#### **Supporters**

As a nonprofit arts organization, CFI relies on the generosity of its community to sustain not only the Festival, but also the year-round programs of the Christopher B. Smith Rafael Film Center and CFI Education. The invaluable support of our sponsors, foundations, and individual donors ensures our continued success as we celebrate our 39<sup>th</sup> year.

CFI is once again proud to acknowledge the leadership support of Christopher B. and Jeannie Meg Smith and Jennifer Coslett MacCready, and the continued major support of Ken and Jackie Broad Family Fund, Drusie and Jim Davis - Drusie Davis Family Fund, The Bernard Osher Foundation, The Gruber Family Foundation, Michael and Susan Schwartz Fund, The Christine Zecca Foundation and The Horace W. Goldsmith Foundation. We are also fortunate to have the contributions of the following Signature and Major Sponsors of the Mill Valley Film Festival: Wells Fargo, Jackson Square Partners, Lucasfilm, Ltd., Maroevich, O’Shea & Coghlan Insurance Services, Zaentz Media Center/A Wareham and Development, Bellam Self Storage and Boxes, Delta Airlines and San Francisco Chronicle and Government Support from the National Endowment for the Arts.

#### **Social Media**

#MVFF39

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Facebook: <https://www.facebook.com/MillValleyFilmFestival>

#### **For Calendar Editors**

**The 39<sup>th</sup> Mill Valley Film Festival**

**One of the Nation’s Top 10 Film Festivals, celebrating the Best of Independent and World Cinema  
Marin County, California**

**Thursday, October 6 through Sunday, October 16, 2016**

**Tickets & information: [mvff.com](http://mvff.com)**