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**Visual Effects Society Announces Dates and Location for
2007 Festival of Visual Effects**

Will Unveil The “VES 50: The Most Influential Visual Effects Films of All Time”

Los Angeles, February 28, 2007 – Eric Roth, Executive Director of the Visual Effects Society (VES) announced today that the 2007 VES Festival of Visual Effects will take place the weekend of June 8-10 at the Writers Guild Theater in Beverly Hills.

"We're thrilled to present our ninth annual Festival at the WGA Theater," said Roth. "Our commitment to innovative programming this year has crossed over to include the *VES 50: The Most Influential Visual Effects Films of All Time* as determined by VES members and a distinguished panel of judges. Some of the top films will then be presented and discussed at the June Festival," added Roth.

The VES definition of "Most Influential" is *'those films that have had a significant, lasting impact on the practice and appreciation of visual effects as an integral, artistic element of cinematic expression and the storytelling process'*.

Roth adds, "The panel of judges will include a wide range of filmmakers and members of the media, in addition to visual effects industry professionals."

The VES Festival is open to the public. Information on programs and tickets will be released in upcoming months.

About the VES

One of Hollywood's youngest organizations, the VES was formed in 1997 in response to the explosive growth in the visual effects industry. It is a professional, honorary society, dedicated to advancing the arts, sciences, and applications of visual effects and to improving the welfare of its members by providing professional enrichment and education, fostering community, and promoting industry recognition. The VES is the entertainment industry's only organization representing the full breadth of visual effects practitioners including artists, technologists, model makers, educators, studio leaders, supervisors, PR/marketing specialists and producers in all areas of entertainment from film, television and commercials to music videos and games. Comprised of a diverse group of about 1,500 global members, the VES strives to enrich and educate its own members and members of the entertainment community at large through a multitude of domestic and international events, screenings and programs.

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