



Indianapolis Zoo

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**Heartland Film Festival Selects
Indianapolis Prize Documentary**

Conservation Heroes Featured in Story of Prize Finalists

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INDIANAPOLIS --- The 20th anniversary Heartland Film Festival has honored a documentary about the finalists for the 2010 Indianapolis Prize as one of its featured shorts. The Festival, which takes place from October 13-22, will have four screenings of *The Greatest Return*, the story of some of the most renowned and accomplished conservationists of our time. They are the leading heroes for the natural world, gathered to discuss their views on past, present, and future issues that threaten the livelihoods of all living creatures.

The film was produced and directed by Matt Mays, the talented filmmaker who has handled virtually all of the production for the videos presented at the Indianapolis Prize Galas since 2006. It stars include elephant biologist Dr. Iain Douglas-Hamilton, cheetah conservationist Dr. Laurie Marker, snow leopard expert Dr. Rodney Jackson, ocean ecologist Dr. Carl Safina, and landscape preservationist, Dr. Gerardo Ceballos. It combines footage from a remarkable group discussion among these icons of conservation with stunning HD on-location video chronicling their field work in Africa, Nepal, Namibia, Mexico, and across the oceans of the world.

Presentation dates and times are: Saturday, October 15 at the AMC Castleton Square at 10:15am; Monday, October 17 at the AMC Showplace at 8:30pm; Tuesday, October 18 at the AMC Castleton Square at 4:15pm; and, Thursday, October 20, again at the AMC Castleton Square at 1:45pm. The Castleton Square AMC theaters are located at 6020 East 82nd Street, and the AMC Showplace is at 4325 South Meridian Street.

Video production for the Indianapolis Prize is presented by The Heritage Group and the Globe Foundation. To view a trailer of *The Greatest Return*, go to:

<http://vimeo.com/29349357>

About the Heartland Film Festival

The 20th annual Heartland Film Festival runs October 13-22 and will feature 129 films. Presented by Heartland Truly Moving Pictures, the Festival's mission is to promote positive change in people's lives through the transformative power of film. Complete information about schedules and ticket purchases online are available at HeartlandFilmFestival.org.

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About Matt Mays

Matt Mays is a three-time National Emmy Award winning writer, producer and director of television programming and video, and he has worked extensively in broadcast documentary and entertainment programming, creating, writing and producing hundreds of hours of television, music videos and film. More information is available at maysentertainment.com.

About the Indianapolis Prize

The Indianapolis Prize is the world's leading award for animal conservation. The \$100,000 biennial award brings the world's attention to the cause of animal conservation and the brave, talented and dedicated men and women who spend their lives saving the world's endangered species. The Indianapolis Prize was initiated in 2004 by the Indianapolis Zoo as a part of its mission to empower people and communities, both locally and globally, to advance animal conservation. The Eli Lilly and Company Foundation has provided funding for the Indianapolis Prize since its inception. More information is at www.indianapolisprize.org.

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