

MEDIA ADVISORY

November 10, 2014

Contact: BGCCC Executive Director Scott Robinson, (760) 770-4965

Boys & Girls Club of Cathedral City's Film to Debut at AM/FM Festival "Incredible Journey" Follows BGCCC Youth Exploration of Desert Public Lands

The Boys & Girls Club of Cathedral City (BGCCC) is proud to announce the debut screening of its new short film entitled "The Incredible Journey." The screening will be on November 14, 2014 at 5pm, in Cathedral City as part of the AM/FM Festival (www.amfmfest.com) running from Nov. 13-16, 2014. The screening will be immediately followed by a Question and Answer panel. Youth in the BGCCC filmed and produced the short film as part of its "Leaders in Training" Program.

"The Incredible Journey" follows the BGCCC youth through 2014 on their educational and outdoor exploration of public lands in and around the Coachella Valley. Join the journey and participate with the youth as they hike and wade in pools at Indian Canyons; climb rocks at Joshua Tree National Park; and pay a visit with Bowser, the Desert Tortoise at the San Jacinto and Santa Rosa National Monument.

Also, hear the youth reflect on the California Desert Protection Act, which is celebrating its 20th anniversary this fall. This landmark legislation was passed before the youth in the film were born and with an eye toward ensuring future generations would have the chance to enjoy and learn from their public lands.

What: Showing of Boys & Girls Club of Cathedral City (BGCCC) short film, "The Incredible Journey" at AM/FM Festival. Question and Answer Panel to follow. http://amfmfest.com/calendar/year_2014/week_46/

Who: Q&A Panel invited participants after showing include BGCCC "Incredible Journey" youth, Scott Robinson (BGCCC Executive Director), Buford Crites (desert conservationist, former Palm Desert Mayor and City Council member), John Purcell (CEO Friends of the Desert Mountains)

Where: Mary Pickford Theater, 36850 Pickfair Street, Cathedral City, CA 92234

When: Friday, November 14, 2014 from 5-6 pm.

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