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INDIE FILMMAKER ADAM RIFKIN TO SPEAK AT TROMADANCE PRESS CONFERENCE AT 2010 AMERICAN FILM MARKET!

October 1, 2010 (New York, NY) – The [TromaDance Film Festival](#) Committee is honored to announce that celebrated indie filmmaker **Adam Rifkin** will join the distinguished group of independent filmmakers who will speak at the **TromaDance Press Conference at the American Film Market** on **November 4, 2010** at 3 pm in the **Loews Santa Monica Beach Hotel Press Room!**



Rifkin most recently wrote, executive produced, and directed all 11 episodes of **LOOK, The Series** for **Showtime**. Based on his critically-acclaimed and award-winning film of the same name, **LOOK** is a controversial exploration of our camera-crazed and surveillance-based culture.

Prior to **LOOK**, Rifkin wrote the screenplays of the **DreamWorks** hits **MOUSEHUNT** and **SMALL SOLDIERS**, directed the **New Line Cinema** cult classic **DETROIT ROCK CITY** and starred alongside **Ali Larter** in his own film **HOMO ERECTUS**, among many other projects.

Now in its 12th year, the TromaDance Film Festival is a beacon for truly independent cinema. As the largest market for independent films, the American Film Market perfectly complements the ideals of TromaDance and has served as an excellent setting for the annual TromaDance Press Conference. Hosted by **Lloyd Kaufman**, President of Troma and Creator of **THE TOXIC AVENGER**, the TromaDance Press Conference at the AFM has been the perfect meeting ground for the contemporary independent minds of such individuals as **Jenna Fischer**, **Fred “The Hammer” Williamson**, **James Gunn**, **Mark Neveldine**, **Brian Taylor**, **Penelope Spheeris**, and, of course, **The Toxic Avenger**, to converge and discuss the state of the film industry and other important news.

Inspired by **Trey Parker** and founded in 1999 by Kaufman, TromaDance is the first film festival wholeheartedly devoted to filmmakers and fans. Unlike every other film festival, TromaDance does not charge filmmakers a fee to submit their films. Entrance to all screenings is free and open to the public. The organizers of TromaDance believe that films are meant to be seen, especially when it comes to new filmmakers.

Due to the uniqueness of this event, space is very limited. Please RSVP to Anne Koester at anne@troma.com **as soon as possible**. This event is open to everybody.

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