



Celebrating Three Decades of Excellence in Media & Conservation

International Wildlife Media Center & Film Festival

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For Immediate Release

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2011 IWFF Wildlife Hero of the Year Award Given to Renowned Filmmaker & Author Chris Palmer for His Media Campaign to Reform Wildlife Filmmaking

Missoula, Montana, May 17, 2011 --- Longtime environmental film producer and activist Chris Palmer received the IWFF Wildlife Hero of the Year Award at the Awards Gala celebrating the 34th IWFF 2011 on Friday, May 13th. Palmer was selected for this first-time-ever award for his determined campaign to reform the wildlife filmmaking industry. His book, *Shooting in the Wild: An Insider's Account of Making Movies in the Animal Kingdom*, has been the engine behind the vigilant campaign Palmer is waging to *clean up* wildlife films.

Janet Rose, Executive Director of the International Wildlife Film Festival headquartered in Missoula, Montana, presented the award. IWFF was established in 1977, as the first juried wildlife film festival in the world, and continues to attract top filmmakers every year. This year's Festival and Awards Gala also recognized filmmaker, Greg MacGillivray, president of MacGillivray Freeman Films with the IWFF Lifetime Achievement Award for Media and Dr. Iain Douglas-Hamilton, world renowned for his work with elephants. Douglas-Hamilton received the Lifetime Achievement Award for Conservation.

In awarding Chris Palmer the "IWFF Wildlife Hero of the Year Award" at the ceremony, Rose said, "Chris Palmer's book is must reading for anyone in this business or anyone who cares about wildlife. *Shooting in the Wild* has won huge praise from many distinguished individuals, including Jane Goodall, who called it a "very important and much-needed book." Chris's book is full of fascinating stories, great writing and unbelievable insights but it's what he's been doing since its publication that is particularly admirable.

Since the book came out, Palmer has given about 200 presentations and interviews, many on radio and television, campaigning to draw attention to the reforms needed to put an end to irresponsible sensationalism, staging, fabrication, harassment of animals, and lack of conservation messages in wildlife film and television.

Palmer's book is unique and there has been no other like it ever before. It is a book that was and continues to be desperately needed and is now in its second printing. According to Rose, "The IWFF Board and I think that no one this year has been more deserving of this special, Wildlife Hero of the Year Award than Chris Palmer and we were thrilled to give it to him at this important gathering of filmmakers, scientists and conservation leaders from all over the world."

About Chris Palmer:

Chris Palmer is a professor, speaker, author, and an environmental and wildlife film producer who has swum with dolphins and whales, come face-to-face with sharks and Kodiak bears, camped with wolf packs, and waded hip-deep through Everglade swamps. Over the past 30 years, he has led the production of more than 300 hours of original programming for prime time television and the giant screen (IMAX) film industry. His films have been broadcast on numerous channels, including the Disney Channel, TBS Superstation, Animal Planet, and PBS. His IMAX films include Whales, Wolves, Dolphins, Bears, Coral Reef Adventure, and Grand Canyon Adventure. Chris is currently president of the One World One Ocean, which has launched a \$55 million global media initiative to save the oceans. He is also president of the MacGillivray Freeman Films Educational Foundation, which produces and funds IMAX films. In 2004, Chris joined American University's full-time faculty as Distinguished Film Producer in Residence at the School of Communication. There he founded (and currently directs) the Center for Environmental Filmmaking, whose mission is to train filmmakers to produce films and new media that effectively strengthen the global constituency for conservation. His book, *Shooting in the Wild: An Insider's Account of Making Movies in the Animal Kingdom*, was published in 2010 by Sierra Club Books and has been widely praised.

About The International Wildlife Film Festival:

IWFF was the first wildlife film festival in the world and is now also the longest running. It is one of the most important film festivals in the world, known for its emphasis on film, television, media conservation and networking in an intimate, relaxed and very *down-home* atmosphere. Our emphasis on wildlife conservation extends to a strong focus on the role and impact of wildlife, environmental and natural history film and television programming on the fate and future of our world. After the Festival is over, the IWFF Post Festival World Tours, the most extensive touring program in the world, take many of the award winning films *on the road*, around the world to cities and communities across the globe. Your films reach an ever-expanding international audience. Our mission: To promote awareness, knowledge and understanding of wildlife, habitat, people and nature through excellence in film, television and other media.

For more information, please contact:

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