



EMBARGOED FOR RELEASE UNTIL MONDAY, NOVEMBER 1, 2010

**CINEMA EYE HONORS PARTNERS WITH DOCUMENTARY CHANNEL® AND
NEW YORK'S MUSEUM OF THE MOVING IMAGE FOR 2011 AWARDS EVENT**

**CHANNEL WILL TELECAST 4TH ANNUAL CINEMA EYE HONORS
IN JANUARY 2011**

**CEREMONY TO BE HELD DURING OPENING WEEK OF
MUSEUM'S GRAND RE-OPENING**

NEW YORK (November 1, 2010) -- The Cinema Eye Honors, the New York City-based awards ceremony dedicated to the art and craft of nonfiction filmmaking, and Documentary Channel® (DOC), the USA's first 24-hour television network exclusively devoted to documentary films and the independent filmmaker, today announced a new partnership that will bring the 4th Annual Cinema Eye event to DOC in late January 2011.

In addition, Cinema Eye today announced that next year's ceremony will be held on January 18, 2011 at New York City's Museum of the Moving Image, America's only museum dedicated to film, TV and digital media in all their forms. The Cinema Eye event will be part of the Museum's *Celebrating the Moving Image* inaugural program and will take place during the opening week of the Museum's grand re-opening following a \$67 million building project.

DOC is the official broadcast partner for Cinema Eye. The Museum of the Moving Image has been named official host partner.

Nominations for the 2011 Cinema Eye Honors will be announced on Thursday, November 4, 2010 at the Sheffield Doc/Fest in the United Kingdom.

The partnerships announced today come as each entity reaches an important milestone. DOC was recently added to DIRECTV, bringing its audience base to more than 26 million households. The Museum of the Moving Image is nearing completion on a major expansion and renovation that nearly doubles the size of the Museum (from 50,000 to 97,700 square feet) and features a striking new physical expression by architect Thomas Leeser.

"This has been an extraordinary year for documentary filmmaking and we're tremendously excited to recognize the filmmakers behind some of the year's best nonfiction work on Documentary Channel and in our new home at the Museum of the Moving Image," said AJ Schnack, Cinema Eye Honors Co-chair.

“We look forward to a long partnership with both the Documentary Channel and the Museum of the Moving Image,” said Cinema Eye Co-chair Esther Robinson. “We greatly appreciate their enthusiasm for Cinema Eye and their desire to spotlight all who are involved in the craft of nonfiction filmmaking.”

“We’re thrilled to be the broadcast partner for this prestigious awards ceremony,” says Kate Pearson, Documentary Channel senior vice president of programming. “The Cinema Eye Honors brings much-deserved recognition to all the documentary professionals who participate in creating films with purpose and passion.”

“The Museum is delighted to be hosting the Cinema Eye Honors,” said David Schwartz, Chief Curator at the Museum of the Moving Image. “This is a dynamic, emerging group that brings together some of the smartest and most talented programmers and filmmakers to celebrate the artistry, craft, and history of documentary filmmaking. To host the awards during the opening week of the Museum’s new space confirms our strong commitment to documentary filmmaking.”

In addition to the television broadcast, Documentary Channel and Cinema Eye will partner in a number of online initiatives to promote their partnership and the Documentary Channel broadcast in the weeks leading up to the 2011 Honors.

The agreement between Documentary Channel and Cinema Eye was negotiated by Andrew Herwitz, President of the Film Sales Company, on behalf of Cinema Eye.

About Documentary Channel®:

Documentary Channel (DOC) is the USA’s first 24-hour television network exclusively devoted to documentary films and the independent documentary filmmaker, providing viewers with round-the-clock opportunities to see fascinating, eclectic and award-winning documentary films of all lengths and genres. Documentary Channel is primarily available through satellite television services DISH Network (Channel 197) and DIRECTV (Channel 267). For more information on DOC, visit the network Web site at www.documentarychannel.com, in addition to www.facebook.com/DocumentaryChannel, www.myspace.com/DocumentaryChannel or www.twitter.com/theDOCchannel.

About the Museum of the Moving Image

Museum of the Moving Image is the only institution in the U.S. that explores the art, industry and innovation of screen culture in all its forms. Embracing topics that range from 19th century optical toys to the latest Internet developments, the Museum provides insight into every phase of the production, promotion and exhibition of moving images. Engaging an international audience of all ages, Museum of the Moving Image offers a distinctive, highly interactive core exhibition;

contemporary and retrospective programs of films from around the world; public discussions with leading figures in film and television; a unique collection; inspiring education programs; stimulating changing exhibitions; and groundbreaking online projects. The Museum is housed in a building owned by the City of New York. For more information, please visit <http://movingimage.us>.

About Cinema Eye Honors

The Cinema Eye Honors were launched in late 2007 to recognize exemplary craft and innovation in nonfiction film. Cinema Eye's mission is to advocate for, recognize and promote the highest commitment to rigor and artistry in the nonfiction field. The Honors are held annually in January in New York City. Co-chairs for the 2011 Cinema Eye Honors are filmmakers Esther Robinson (A WALK INTO THE SEA: DANNY WILLIAMS AND THE WARHOL FACTORY) and AJ Schnack (KURT COBAIN ABOUT A SON). The producer for Cinema Eye is Nathan Truesdell. Sean Farnel, Documentary Programmer for the Hot Docs Film Festival is the Chair of the Cinema Eye Nominations Committee and Andrea Meditch, Executive Producer of MAN ON WIRE and GRIZZLY MAN, is the Chair of the Cinema Eye Advisory Board. For more information about Cinema Eye, including previous nominees and winners, photos and video, visit <http://www.cinemaeyehonors.com>.

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HIGH RESOLUTION ART AND INTERVIEWS AVAILABLE UPON REQUEST

Media Contacts:

CINEMA EYE HONORS

AJ Schnack
(323) 829-3088
ajschnack@cinemaeyehonors.com

DOCUMENTARY CHANNEL

Barry Smith / Cathy Vo / Bonnie Winings
SWPR Group
(818) 760-7131
bsmith@swprgroup.com / cvo@swprgroup.com / bwinings@swprgroup.com

MUSEUM OF THE MOVING IMAGE

Tomoko Kawamoto, Public Information Officer
718.777.6830
tkawamoto@movingimage.us

Natasha Le Bel, Ruder Finn Arts & Communications Counselors
212.715.1644
lebeln@ruderfinn.com