

FOR IMMEDIATE RELEASE:

Award winning adventure filmmaker Michael Brown and the Outside Magazine Adventure Film School are coming to the Dominion Riverrock outdoor festival in Richmond this May

Richmond, VA - May 12-18, 2011 - The Outside Magazine Adventure Film School (adventurefilmschool.com) is proud to announce its partnership with the Dominion Riverrock (dominionriverrock.com) outdoor lifestyle festival in Richmond, VA. This May, three-time Emmy winning and renowned director Michael Brown and his team of talented instructors will lead an intense seven-day adventure film school course in conjunction with the festival.

Brown, a five-time Everest summiter, shares the knowledge he's gained over 20 years of adventure filmmaking on all seven continents for National Geographic, Discovery, the BBC and IMAX.

Twelve students of all ages and experience levels are equipped with all-access media passes at the event to meet and film the world's elite action-sports athletes as they compete in sports ranging from kayaking to mountain biking and stand-up paddle boarding.

In addition to hands-on training of the technical aspects of shooting and recording audio, students receive intensive instruction on storytelling, the business of filmmaking and editing with Final Cut Pro software. Each student's short film will screen at a student film festival to conclude the course. Past student films have gone on to screen in film festivals worldwide and air on television.

The Outside Adventure Film School was started in 2007 by intrepid adventure filmmaker and founder of Serac Adventure Films, Michael Brown. With over 50 film festival awards, including 3 Emmys in 5 nominations, Brown has canvassed the globe for the better part of 20 years as a go-to high altitude, adventure and Imax filmmaker. His program has led its students to the summit of Kilimanjaro, across the Andes to Machu Picchu, and on to successful careers in the industry.

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