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Automobiles focus of upcoming film festival

Palm Springs Sun Staff Report

Car enthusiasts who flock to Palm Springs for its annual classic and exotic automobile shows may soon have another outlet for their passion.

A fourth-generation Coachella Valley native is launching a Wheels On Reels Film Festival Oct. 23-24 at the Mary Pickford Theatre in Cathedral City.

Bernadine Bogdanovs, a 1977 Indio High School graduate who helped publicize the Bob Hope Chrysler Classic for 10 years, recently said she's creating a small, automobile-themed film festival to help fund a safe-driving program for area teens, bolster local car dealerships and help develop Cathedral City as a social and entertainment corridor.

She said she has sent invitations to film schools across the country seeking entries. She plans to screen at least seven films that feature cars, motorcycles or trucks.

"Anyone that loves their car enough to capture it on film is encouraged to enter their work for consideration in the festival lineup of screenings," said Bogdanovs.

The entry fee for advertising agencies is \$100. For independent, student and amateur filmmakers, the cost is \$25.

The Wheels On Reels festival is debuting this year, Bogdanovs said, in recognition of the 90-year anniversary of United Artists, co-founded by theater namesake Mary Pickford, Charlie Chaplin, Douglas Fairbanks and D.W. Griffith.

She's working with a team of local residents, including the late Steve McQueen's son, Chad, to judge submissions and emcee the festival. She is serving as executive director. She's seeking a presenting sponsor and trophy sponsor.

Bogdanovs hopes to offer prizes, but she'd also like to have proceeds fund safe-driving programs for area teens. She and McQueen organized an instructional driving program for local teens after an automobile accident that killed three Palm Springs-area high school teens in 2007.

Bogdanovs, who publishes Internet newsletters, formed LearnFromAnExpert.org to provide information about a program to prepare teens to become responsible drivers.

Additional Facts

Submit your film

Submissions must be received in DVD format by Sept. 8. They should be mailed to Wheels On Reels, 100 S. Sunrise Way, No. 299, Palm Springs, CA 92262.

Information: (760) 213-6826, or www.WheelsOnReels.com