

ASHLEY/AMBER

Rebecca R. Rojer
Writer/Director/Producer

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Acclaimed short film "Ashley/Amber" to screen June 10 at the New Jersey International Film Festival

The short film "Ashley/Amber", written and directed by Maplewood, NJ native Rebecca R. Rojer, will have its US premiere at the 16th New Jersey International Film Festival on Friday, June 10.

"Ashley/Amber" is a dark comedy about an antiwar activist who becomes an internet celebrity after being outed as the one-time star of porn video. It premiered in February at the 61st Berlin International Film Festival. The film is the undergraduate thesis of writer/director/producer Rebecca Rojer, a recent graduate of Harvard College. Hoboken, NJ resident Diane Guerrero stars as Ashley.

The film will screen as part of a program of four films directed by women: "Martha and Dee Visit the Fifth Dimension," "Oh Mother," "Ashley/Amber" and "Four Belly." Filmmaker Rebecca Rojer will be in person to answer questions after the screening.

The program will begin at 7pm in Voorhees Hall #105 on the Rutgers-New Brunswick campus. Admission is \$10 for general admission, \$9 for students and seniors, and \$8 for Rutgers Film Co-op/NJMAC Friends. Tickets are available on a first-come-first-served basis and can be purchased at the door beginning at 6:30 pm.

Please visit www.ashley-amber.com and www.njfilmfest.com for more information.

"Ashley/Amber"

What does it take to get America's attention?

Trapped in mourning over the death of her soldier boyfriend Phil, 19 year old Ashley seeks temporary escape by becoming "Amber Jones," the one-time star of an internet porn video. Later, at the urging of her co-worker Winona, Ashley reluctantly attends a meeting of antiwar activists who hope to convince her to speak at an upcoming rally. She agrees to speak at the last minute and delivers an incredibly moving speech. The speech is posted online and before long her two identities are connected. Now Ashley must reconcile her loss in the midst of her 15 minutes of fame.

About the Filmmaker

Originally from Maplewood, NJ, Rebecca produced her first short films and animations as a student at Columbia High School. In 2004 she participated in the William H. Cosby Future Filmmakers Workshop at NYU and the Innerspark-CSSSA Animation Program at CalArts. Rebecca graduated in 2010 with high honors from the Visual and Environmental Studies department at Harvard College. Her last film, "Beauty Machine", received an Award of Merit in the Accolade Film Competition and was selected to screen at Anthology Film Archives in New York as part of the NewFilmmakers Program. Most recently she has worked as assistant to the filmmaker Whit Stillman on the film "Violet Wister's Damsels In Distress". She currently lives in Brooklyn, NY.

About the New Jersey International Film Festival

The 16th annual New Jersey International Film Festival Summer 2011 will run from June 3-19. The NJ Film Festival is sponsored by the Rutgers Film Co-op/New Jersey Media Arts Center. Founded in 1982, the Rutgers Film Co-op/NJMAC draws thousands of viewers from throughout New Jersey by providing an alternative media culture. The Rutgers Film Co-op/NJMAC is dedicated to the noncommercial exhibition of independent, classic, international, and experimental films and videos.

Contact Information

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