



**Illinois
Department of Commerce
& Economic Opportunity**

Pat Quinn, Governor

NEWS

FOR IMMEDIATE RELEASE:

Tuesday, October 16, 2012

CONTACTS:

Sandra M. Jones 312/814.6015

Marcelyn Love 217/558.1542

Illinois Film Office Announces Winner of Fifth Annual Shortcuts Competition

“Wednesday’s Child” premieres at the 2012 Chicago International Film Festival

CHICAGO – The Illinois Film Office (IFO) today announced the winner of *Shortcuts*, Illinois’ short film contest. The winning film, Potenza Productions’ *Wednesday’s Child*, was directed by Rocco Cataldo, produced by Mary Kay Cook, and the cinematographer was Mike Kwielford. The film will screen as part of the 2012 Chicago International Film Festival city/state short films program tonight, Tuesday, Oct. 16, 2012 at 6 p.m. at AMC River East 21 in Chicago.

“This year’s films showcased great acting, directing and storytelling,” said IFO Managing Director Betsy Steinberg. “We are thrilled that in its fifth year, *Shortcuts* entries were up 46 percent.”

“Wednesday’s Child” is a dark comedy in which a young girl’s plans to teach her parents a lesson goes horribly awry. The film stars Meredith Droeger, Kara Zeidker, Kirk Anderson and David Kovac.

Located in Chicago’s River North neighborhood, Potenza Productions creates short films, music videos, commercials and television shows. Director Rocco Cataldo is currently writing a feature-length film.

Shortcuts was designed to encourage filmmakers across the state to explore their creativity and showcase their skills. All Illinois residents 18 and over were invited to enter the competition. Also, all students of Illinois colleges and universities were eligible to submit entries regardless of residency. More information on the *Shortcuts* contest and the Illinois Film Office can be found at www.illinoisfilm.biz.

“The Shortcuts competition highlights short film talent in Illinois,” said Illinois Department of Commerce and Economic Opportunity (DCEO) Director David Vaught. “Recognizing and supporting gifted emerging filmmakers helps build a more attractive film industry in our state.”

Illinois’ film industry generated \$154 million in spending in 2011 and created 2,060 full-time equivalent jobs in Illinois. In addition to several independent films and a thriving commercial production industry, 2012 has thus far been a record-breaking year for television production. A record four dramatic TV series are filming in Illinois this year, pouring an estimated \$92 million into our local economy.

The Illinois Film Office is dedicated to advancing Illinois’ reputation as a world-class film destination. The office actively pursues film projects and encourages the training and hiring of Illinois residents.

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