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**SIFF CASTS GINNY KRIEGER
IN SONOMA INTERNATIONAL FILM FESTIVAL (SIFF)
EXECUTIVE DIRECTOR ROLE**

Sonoma, CA July 28, 2022—Sonoma International Film Festival (SIFF) has named longtime SIFF Co-Director Ginny Krieger its new Executive Director.

“I am extremely happy and honored to step into the Executive Director’s role at Sonoma International Film Festival,” said Krieger. “With the continued support of our Board and capable staff, we will continue to bring world-class festival events to Sonoma.”

Krieger began her career with SIFF as a Board of Directors member in 2001. Prior to that, she held C-level positions with health, wellness, fitness and luxury services companies before relocating to Sonoma from Boston. She has held management roles within the SIFF organization including Administrative Director, Assistant Director and Co-Director. Krieger’s management, finance, strategy and organizational acumen provide the needed guidance and leadership necessary to produce world-class festival experiences year after year.

“Everyone knows Ginny has been my boss since day one and does all the heavy lifting,” said Kevin W. McNeely, SIFF Director Emeritus. “To have the SIFF Board elect her as the Executive Director is very fitting. She will continue to guide us to new heights!”

In other SIFF business news, longtime film festival veteran Carl Spence was named SIFF Artistic Director last week, with Kevin W. McNeely ascending to the role of Director Emeritus.

About Sonoma International Film Festival

The Sonoma International Film Festival is a 501(c)3 corporation dedicated to promoting independent film, supporting filmmakers around the world, and inspiring film lovers. Blending a program of international film, food, wine and fun, SIFF hosts its annual festival each March, as well as special events including SIFF Summerfest, and selected films, advance screenings and special guests year-round.

SIFF’s signature initiative--the Media Arts Program started at Sonoma Valley High School in 2002--introduces students to the process of storytelling and provides the resources for them to create films. SIFF has granted more than \$725,000 to the program since its inception.

Make plans for SIFF Summerfest August 4-6, 2022. Passes and tickets on sale now at sonomafilmfest.org.

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