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## VILLAGE AT THE LIFT RETURNS FOR ITS 13TH YEAR TO THE ANNUAL FILM FESTIVAL IN PARK CITY, UT

*Main Street's Town Lift is Transformed as The Ultimate VIP Destination  
For Hollywood Insiders*

**Friday, January 23 - Monday, January 26**

**Los Angeles, CA – January 16, 2015** – Returning for the 13<sup>th</sup> year, Best Events in partnership with PMK•BNC ([www.pmkbnc.com](http://www.pmkbnc.com)) join forces once again to produce **Village at the Lift** in Park City, Utah. Festival goers will experience the familiarity and comfort of having Main Street's landmark Town Lift transformed back to the exclusive VIP destination during the film festival. From January 23 through January 26, new and returning brand partners will come together to provide the ultimate private getaway.

*"Village at the Lift has become one of the most highly anticipated destinations during the annual film festival. We provide a getaway for the industry elite,"* said Jeffrey Best, owner and founder of Best Events. *"We are proud that we're able to produce one-of-a-kind experiences that influencers and movie-goers want to be a part of year after year."*

Located at the foot of Main Street in Park City, the three-story, 30,000 square foot venue will celebrate its 13<sup>th</sup> Anniversary and continue to be a prime asset to the film festival community. Equipped with a café, nightclub, restaurant, portrait studio, state-of-the-art audio and visual capabilities, as well as boasting an occupant capacity of more than 1,500, Village at the Lift will also satisfy important film festival needs as a full service special event venue (pre/post film premieres, casting opportunities), press conference/junket facility and media hub.

*"We're excited to welcome new brand sponsors to Village at the Lift, IMDb & Amazon and Dark Horse, and see familiar faces with the return of Stella Artois, McDonald's, WireImage, TAO, Los Angeles Times and Columbia."* said Chris Robichaud, CEO of PMK•BNC. *"All bring exciting experiences to the Village."*

**Village at the Lift** will be a showcase for a number of partners, brands and their original concepts including:

### **STELLA ARTOIS**

Once again, Stella Artois remains the official beer sponsor of Village at the Lift, bringing back the Stella Artois Café and ultimate happy hour hotspot. The Stella Artois Café, featuring the chefs and cuisine of Animal, return with their sought after menu created by Jon Shook and Vinny Dotolo. The café will be open daily from 9am to 3pm for breakfast and lunch, and from 6pm to 11pm for dinner for the very first time. Festival-goers will also have the opportunity to enjoy happy hour at The Stella Artois Lounge, hosting from 4pm to 7pm.

- **ABOUT STELLA ARTOIS:**

Stella Artois® is part of a Belgian brewing tradition dating back to 1366. It is the No. 1 Belgian beer in the world and is present in over 80 countries. Stella Artois® is a bottom filtered, blonde pilsner. It is thirst quenching with a malty middle and crisp finish delivering a full flavor and a hint of bitterness. Stella Artois® is best enjoyed served between 3 and 5 degrees Celsius and should be served in the unique Stella Artois® Chalice according to the 9-Step Pouring Ritual to guarantee a perfect experience of this gold standard lager.

### **TAO NIGHTCLUB**

The country's leading dining and nightlife company, TAO Group, will present a pop-up nightlife experience at the Village at the Lift to Park City, Utah. TAO Nightclub will return to recreate an underground club at Village at the Lift, hosting nightly VIP events. TAO will allow the in-crowd at Sundance to step out from the cold and warm up on the dance floor of this exclusive and popular nightclub.

- **ABOUT TAO GROUP**

TAO Asian Bistro opened in New York City in 2000 and has retained its status as a hotspot, attracting celebrities, luminaries, and sports figures and catapulting the restaurant and lounge to iconic status. The second location, TAO Las Vegas opened in 2005 at the Venetian Hotel and is a multi-faceted and multi-story "Asian City" housing

a restaurant, banquet facilities, ultra-lounge, nightclub, and beach/pool club totaling over 60,000 square feet. Following nearly a decade of bicoastal success, TAO Group launched the next iteration of this iconic brand with TAO Downtown in New York City in October of 2013. Located beneath the Maritime Hotel and spanning an entire city block (approximately 22,000 sq ft.), every element has been meticulously planned from a menu based on culinary fact-finding trips throughout Asia to decorative items sourced during trips abroad. TAO Downtown also features a separate lounge that plays host to New York City's elite on a nightly basis. Drawing on the massive success of its three iconic locations, TAO is a restaurant and nightlife brand that has become synonymous with entertainment and is known as the originator of the "Pop Up" experience, annually bringing these experiences to events such as the Sundance Film Festival, Ultra Music Festival in Miami, and to the 2012 Summer Olympics in London.

### **WIREIMAGE PORTRAIT STUDIO**

WireImage and Getty Images provide the official photography for the annual film festival.

- **ABOUT GETTY IMAGES/WIREIMAGE:**

Getty Images is the world's leading creator and distributor of visual content and the first place creative professionals turn to discover, purchase and manage imagery. The company's award-winning photographers and imagery help customers create inspiring work which appears every day in the world's most influential newspapers, magazines, advertising campaigns, films, television programs, books and Web sites. Headquartered in Seattle, WA and serving customers in more than 100 countries, Getty Images believes in the power of imagery to drive positive change, educate, inform, and entertain. Visit Getty Images at <http://www.gettyimages.com/>.

### **LOS ANGELES TIMES HEADQUARTERS AT VICTORY RANCH PRESENTED BY COLUMBIA**

Columbia will have another strong presence this year, and as the exclusive outerwear partner of Village at the Lift, they will ensure the actors will be warm and protected throughout the festival. Celebrity guests to the Columbia suite will have an opportunity to put new TurboDown Performance Enhanced Down jackets to the test in Park City's chilly temperatures. And for the stars who want to take advantage of Park City's world famous powder, Columbia's latest ski and snowboard styles will be seen all over the slopes. By appointment only.

- **ABOUT COLUMBIA:**

Columbia, the flagship brand of Portland, Oregon-based Columbia Sportswear Company, has been creating innovative apparel, footwear, accessories and equipment for outdoor enthusiasts since 1938. Columbia has become a leading global brand by channeling the company's passion for the outdoors into technologies and performance products that keep people warm, dry, cool and protected year-round. To learn more, please visit the company's website at [www.columbia.com](http://www.columbia.com).

### **MCDONALD'S MCCAFFEE LOUNGE**

McDonald's® returns to Park City to spread Lovin' with free coffee and messages of good cheer at the **McCafé® WireImage Portrait Studio**. Lovin' messages from fans will be streamed inside the studio, while talent will be invited to put some more Lovin' in the world by handwriting personal messages to family, friends and fans alike. Guests looking to escape the cold will also be invited to warm up with McDonald's McCafé freshly brewed signature blend coffee and espresso-based beverages like Hot Chocolate, Caramel Mocha and Flavored Lattes.

- **ABOUT MCDONALD'S USA**

McDonald's USA, LLC, serves a variety of menu options made with quality ingredients to more than 27 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by businessmen and women. Customers can now log online for free at approximately 11,500 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit [www.mcdonalds.com](http://www.mcdonalds.com), or follow us on Twitter [@McDonalds](https://twitter.com/McDonalds) and Facebook [www.facebook.com/mcdonalds](https://www.facebook.com/mcdonalds).

### **THE IMDb & AMAZON INSTANT VIDEO STUDIO**

IMDb ([www.imdb.com](http://www.imdb.com)) the #1 movie website in the world, and Amazon Instant Video, a video streaming service that enables you to rent, buy or subscribe to Hollywood blockbusters, hit TV shows, original content and classic movies all in one place, will operate a private video and photo studio at the 2015 Village at the Lift during the film festival. IMDb's editorial team will conduct on camera interviews and will capture photographs of leading actors, writers and directors. The content that IMDb and Amazon Instant Video produce in the studio will be the cornerstone of IMDb's daily film festival news coverage. Specifically, the resulting interviews and photographs will be featured on IMDb.com (which is visited by more than 200 million fans per month), IMDb's award-winning mobile apps (which have been downloaded more than 115 million times), in IMDb's annual film festival section, and in festival-themed social media posts (which reach more than 7 million passionate entertainment fans). IMDb will also be filming episodes of its original web series, *What To Watch*, in the studio. To watch previous episodes of IMDb's *What To Watch* series, visit: <http://www.imdb.com/list/ls054268624/>. Access to the IMDb & Amazon Instant Video Studio are by invitation only.

- **ABOUT AMAZON INSTANT VIDEO AND PRIME INSTANT VIDEO**

Amazon Instant Video is a digital video store offering customers hundreds of thousands of movies and TV episodes to rent and purchase. In addition to the digital video store, Amazon offers Prime Instant Video, a digital video subscription service that brings tens of thousands of movies and TV episodes to Prime members as a part of their annual membership.

Prime Instant Video is the exclusive online-only subscription home for a large and constantly-expanding selection of hit series, making it the go-to destination for Prime members who want to stay up to date on their favorite shows. Prime Instant Video is the exclusive online-only subscription home for HBO classics *The Sopranos*, *The Wire*, *Deadwood*, *Rome* and *Six Feet Under*. Other popular Prime Instant Video choices include PBS series like *Downton Abbey* and *Mr. Selfridge*, FX dramas *The Americans* and *Justified*, as well as *24*, *Orphan Black*, *Falling Skies*, *Hannibal*, *Grimm*, *Workaholics*, *Suits*, *Covert Affairs*, *Teen Wolf*, *Veronica Mars*, and CBS series *Under the Dome* and *Extant*. Prime Instant Video also offers an exclusive collection of kids' shows from Nickelodeon and Nick Jr. that customers won't find on any other online-only subscription service, including favorites like *SpongeBob SquarePants*, *Dora the Explorer*, *Team Umizoomi*, *Blue's Clues* and *The Bubble Guppies*.

Prime Instant Video also offers a wide selection of original programming including Golden Globe-nominated series, *Transparent*, recently debuted series *Mozart in the Jungle*, and the second season of *Alpha House*. Original kids series include *Gortimer Gibbon's Life on Normal Street*, *Tumble Leaf*, *Annedroids* and *Creative Galaxy*.

Customers can enjoy Prime Instant Videos on hundreds of compatible Amazon Instant Video devices, including Amazon Fire TV, Fire phone, Kindle Fire HDX, Kindle Fire HD, iPad, iPhone, iPod touch, Roku, Xbox, PlayStation, and Wii and many more. Prime Instant Video is the only U.S. online subscription streaming service that enables offline viewing—on a plane, on vacation, and anywhere else where you may not have Wi-Fi. Customers can download tens of thousands of Prime Instant Video titles to their new Kindle Fire HD or Kindle Fire HDX.

## **DARK HORSE WINE**

Dark Horse Wine raises a glass to bold filmmakers and original storytellers. As the official wine of Village at the Lift, this exceptionally great-tasting, globally sourced wine will be served throughout the Village, including the McDonald's McCafe Lounge, The Stella Cafe, TAO, the Los Angeles Times Headquarters at Victory Ranch Presented by Columbia, And the IMDb & Amazon Instant Video Studio. Talent will taste mulled wine, a special recipe from Beverage Director/Head Bartender of Sweetwater Social & Goldbar in New York, and will be invited to redeem a one-year supply of wine. [@DarkHorseWine](#) #BeBold

- **ABOUT DARK HORSE WINE**

Dark Horse is an exceptionally great-tasting, globally sourced wine. Winemaker Beth Liston believes winemaking is a treasure hunt. She marshals the best agricultural and winemaking from around the world to deliver the unexpected: bold wine that out performs its price. Dark Horse is currently sold at select retailers nationwide for under \$10 and is available in Cabernet Sauvignon, Chardonnay, Big Red Blend, Merlot. Follow us on Twitter [@DarkHorseWine](#).

Be sure to check out Village at the Lift on Facebook: [www.facebook.com/villageatthelift](http://www.facebook.com/villageatthelift) and on Twitter and Instagram: [@VillageAtLift](#) #VATL2015

## **ABOUT BEST EVENTS**

Best Events is a full-service event production company created by Jeffrey Best to design, produce and create unique event environments that are at the intersection of commerce and art. For over 20 years, Best Events has been known to produce some of the most high profile events in the entertainment, corporate and fashion arenas.

## **ABOUT PMK•BNC**

PMK•BNC is a strategic marketing and communications firm that specializes in popular culture and entertainment. PMK•BNC represents many of the world's most prominent actors, actresses, directors, films, production companies, television properties, musicians, authors and content creators, as well as leading consumer brands and prestigious special events. The firm employs a staff of more than 250 professionals spanning offices in Los Angeles, New York and London. PMK•BNC thrives on being ahead of the curve and works with their clients to create ideas that build engaged audiences and connect with consumers through popular culture. PMK•BNC is a part of Momentum Worldwide and McCann Worldgroup within Interpublic Group (NYSE: IPG).

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