

FILM INDEPENDENT SPIRIT AWARDS

FOR IMMEDIATE RELEASE:

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PIAGET, AMERICAN AIRLINES, JEEP AND IFC TO SERVE AS PREMIER SPONSORS OF THE 2017 FILM INDEPENDENT SPIRIT AWARDS

FILM INDEPENDENT CONGRATULATES PIAGET ON 10 YEARS OF DEDICATED COMMITMENT TO INDEPENDENT FILM

FILM INDEPENDENT AND AMERICAN AIRLINES ANNOUNCE THREE YEAR PARTNERSHIP AND INAUGURATION OF THE BONNIE AWARD

LOS ANGELES (February 24, 2017) - Film Independent, the nonprofit arts organization that produces the Spirit Awards, Film Independent at LACMA and the LA Film Festival, announced its sponsors for the 2017 Film Independent Spirit Awards, which will be held on the beach in Santa Monica on Saturday, February 25, 2017. Hosted by Nick Kroll and John Mulaney, the awards ceremony will be broadcast live on IFC at 2:00 pm PT / 5:00 pm ET. A live stream and on-demand version of the show will also be available to [Sundance Now](#) members. For more information on where to watch, click [here](#).

The Premier Sponsors of the Film Independent Spirit Awards are Piaget, American Airlines, the Jeep brand and IFC and the Principal Sponsor is AT&T. FIJI Water is the Official Water, Perrier-Jouët is the Official Champagne, Landmark Vineyards is the Official Wine, and Bulleit Frontier Whiskey is the Official Spirit Sponsor of the 2017 Spirit Awards. Wireimage is the Official Photographer of Film Independent.

For the tenth consecutive year, Piaget is proud to be a Premier sponsor of the Film Independent Spirit Awards. Once again, the luxury Swiss watchmaker and jeweler will present the Piaget Producers Award in recognition of outstanding creative vision and achievement. Piaget will continue to host its exclusive backstage VIP lounge, where the event's most celebrated artists retreat to enjoy a joyful moment.

American Airlines is proud to return for its third year as the official airline and a Premier Sponsor of the Film Independent Spirit Awards. This year, in partnership with Film Independent, American is recognizing the importance of women in film and in every industry by announcing a new \$50,000 award for independent female directors. The award will be named the Bonnie Award after Bonnie Tiburzi Caputo, the first female pilot to fly for a major U.S. airline. Bonnie flew for American for 26 years before retiring. She will be attending the Spirit Awards this Saturday.

American is committed to the community in Los Angeles through local partnerships and community projects and, as the preferred airline of the entertainment industry, has formed an advisory council of influencers from leading entertainment corporations to shape future decisions. American offers up to 225 flights per day from LAX to 70 destinations worldwide.

Built on more than 75 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence. The Jeep vehicle lineup consists of the Cherokee, Compass, Grand Cherokee, Renegade, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options.

AT&T is excited to be a part of this year's Film Independent Spirit Awards. AT&T is committed to supporting the art of filmmaking through access, innovation and technology with creators around the globe. As one of the largest communications and entertainment companies, AT&T helps millions connect to their passions – no matter where they are. We're one of the world's largest providers of pay TV. We have TV customers in the U.S. and 11 Latin American countries. We also help businesses worldwide serve their customers better with our mobility and highly secure cloud solutions. Additional information about AT&T ([NYSE:T](#)) and its products and services is available [at http://about.att.com](http://about.att.com). Follow our news on Twitter at @ATT, on Facebook at <http://www.facebook.com/att> and YouTube at <http://www.youtube.com/att>.

For the third year running, Breyers® Gelato Indulgences™ is proud to be an Official Sponsor of the Film Independent Spirit Awards. Breyers® Gelato Indulgences™ is way beyond ice cream with its rich trio of textures – creamy gelato, luscious sauce and gourmet toppings. At the Film Independent Spirit Awards, Breyers® Gelato Indulgences™ will host a Gelateria backstage to introduce one of its new deliciously indulgent flavors to Film Independent Spirit Awards attendees. Guests and celebrities will have the opportunity to have a first taste of the new Breyers® Gelato Indulgences™ Cookie Dough, made with sweet cream gelato, a rich fudge swirl, and gourmet chocolate chip cookie dough. Guests will also have the opportunity to enjoy favorites like Breyers® Gelato Indulgences™ Vanilla Caramel, Raspberry Cheesecake, Peanut Butter Chocolate and Chocolate Fudge Truffle. Other nationally available Breyers® Gelato Indulgences™ varieties include Tiramisu, Pistachio Biscotti, Cinnamon Roll, Strawberry Truffle, Chocolate Caramel, Salted Caramel Truffle and Chocolate Hazelnut. For more information, please visit Breyers.com.

For the fourth consecutive year, Kiehl's Since 1851, the venerable New York based purveyor of fine quality skin and hair care products, is proud to support the Film Independent Spirit Awards by sponsoring the Someone To Watch Grant. The brand is honored to be a part of this event, highlighting the talented filmmakers and actors that work within the community. This year, Spirit Awards guests will also have the opportunity to enjoy an assortment of Kiehl's products in the event facilities. In addition, Kiehl's is thrilled to support Film Independent's signature diversity program, Project Involve. As Lead Funder of Project Involve Short Film production, Kiehl's will help cultivate the careers of filmmakers from communities traditionally underrepresented in the industry. To learn more about Kiehl's, please visit www.kiehls.com, like us on Facebook, or follow us on Instagram (@KiehlsNYC).

For the fourth consecutive year, FIJI® Water will serve as the Official Water of the 32nd Annual Film Independent Spirit Awards honoring excellence in American independent filmmaking. FIJI Water®, with custom FIJI straws, will be tray-passed to guests upon arrival and will be featured on every table inside the award show during the televised ceremony. FIJI® Water, natural artesian water bottled at the source in Viti Levu (Fiji Islands), is the No. 1 imported premium bottled water in the United States. FIJI Water, known for its iconic square bottle, soft mouth feel and unique mineral profile, is the water of choice among discerning consumers and top chefs. Widely available at fine restaurants and hotels, all major retail channels and through a convenient home/business delivery service, FIJI Water has expanded globally to more than 60 countries. To discover Earth's Finest Water, please visit www.fijiwater.com, like us on [Facebook](#), or follow us on [Instagram](#) and [Twitter](#).

Perrier-Jouët is an iconic champagne house with an exceptional vineyard. It is known for the finesse, floral and elegant notes of its wines, fashioned with the expertise of only seven Cellar Masters since its foundation in 1811. Since its

1902 collaboration with Art Nouveau pioneer Emile Gallé, creator of the anemone design for the house's Belle Epoque prestige cuvée, Perrier-Jouët has commissioned work from established and emerging artists including Daniel Arsham, Noé Duchaufour-Lawrance, Miguel Chevalier, Makoto Azuma, Tord Boontje, Studio Glithero and Simon Heijdens and more recently Tord Boontje, Vik Muniz and mischer'traxler. For more information, please visit: www.perrier-jouët.com and on Instagram @perrierjouet.

Landmark Vineyards will make its debut as the Official Wine of the 32nd Annual Film Independent Spirit Awards honoring excellence in American independent filmmaking. Landmark Vineyards will exclusively pour its signature Overlook Chardonnay and Overlook Pinot Noir at the Spirit Awards' televised award ceremony. With its elegant label and beautifully balanced flavors, the Landmark Overlook Chardonnay and Overlook Pinot Noir will be placed on every table inside the award show and enjoyed by some of television biggest stars and industry leaders. Landmark Vineyards has dedicated over 40 years to expressing California's finest winegrowing regions for both its Pinot Noir and Chardonnay. Its signature wine, the Overlook Chardonnay, has appeared on The Wine Spectator Top 100 list seven times. Landmark's wines may be purchased via select wine shops and restaurants, or directly from Landmark's Tasting Room, on-line store, or through membership in the Wine Society. www.LandmarkWine.com

Bulleit Frontier Whiskey has always been passionate about supporting emerging and independent artists, creatives, bartenders and others who share our entrepreneurial spirit, which is why the partnership with the Film Independent Spirit Awards is a natural fit. This year Bulleit will be the official spirits sponsor of their 32nd Annual Film Independent Spirits Awards. At the event Bulleit will feature a signature bar and specialty cocktails for guests to enjoy. The Bulleit Distilling Co. was founded in 1987 by Tom Bulleit, whose Bulleit Bourbon is inspired by a family tradition. Bulleit whiskeys use a large amount of rye grain, which gives them their distinctive bold, spicy taste. Bulleit ranks as one of the fastest-growing whiskeys in America, which Tom largely credits to word of mouth recommendations. For more information, visit www.bulleit.com.

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