



## MEDIA RELEASE

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**8 November 2010**  
**For Immediate Release**

### **This Year Everyone Will Believe in Santa**

Christmas is almost here, and this festive season even Santa has been naughty. Just ask Production Designer **Liv Ask**, who is set to introduce Finnish feature **Rare Exports: A Christmas Tale** before its screening at the 2010 Gold Coast Film Festival, thanks to Australia Fair Shopping Centre.

**Rare Exports: A Christmas Tale** is the feature adaptation of *Rare Exports*, an award winning short film from 2003 by director Jalmari Helander. In the depths of the Korvatunturi Mountains, 486 metres deep, lies the closest ever guarded secret of Christmas. Now a group of archaeologists have come to dig it up, and what they find certainly isn't the Old Saint Nick we think of. A unique style of humour blended with horror, action and thrills, it is easy to see why the original short has such a cult following.

Production Designer **Liv Ask** will introduce the film before it is screened at 9:30PM on Saturday, November 13. Liv is an accomplished designer, working on films all over Europe; from the Swedish *Psalm 21* to Norwegian production *Dead Snow*, directed by former Bond University student Tommy Wirkola which screened in last year's Gold Coast Film Festival. She was also the Art and Set Director for the revered Australian short *Red Terror*.

Tickets are available now to this must see film! See [www.gcfilmfestival.com/boxoffice.html](http://www.gcfilmfestival.com/boxoffice.html)  
For more information on the film see: [www.rareexportsmovie.com/en](http://www.rareexportsmovie.com/en)

#### **ENDS**

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