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BEGIN AGAIN TO CLOSE THE 2014 TRIBECA FILM FESTIVAL ON APRIL 26th

New York, NY – March 20, 2014 – The Tribeca Film Festival (TFF), presented by AT&T, announced today that John Carney's comedy, *Begin Again* (formerly *Can A Song Save Your Life?*), starring Keira Knightley, Mark Ruffalo, Hailee Steinfeld, and Adam Levine, will close the 13th edition on Saturday, April 26th at BMCC Tribeca PAC.

From writer-director John Carney (*Once*), *Begin Again* is a soul-stirring comedy about what happens when lost souls meet and make beautiful music together. Gretta (Keira Knightley) and her long-time boyfriend Dave (Adam Levine) are college sweethearts and songwriting partners who decamp for New York when he lands a deal with a major label. But the trappings of his new-found fame soon tempt Dave to stray, and a reeling, lovelorn Gretta is left on her own. Her world takes a turn for the better when Dan (Mark Ruffalo), a disgraced record-label exec, stumbles upon her performing on an East Village stage and is immediately captivated by her raw talent. From this chance encounter emerges an enchanting portrait of a mutually transformative collaboration, set to the soundtrack of a summer in New York City. The film will be released by The Weinstein Company in July.

"We close our festival with Tribeca alum John Carney's *Begin Again*. This beautiful music infused New York story encompasses the spirit of Tribeca where music, film and performance play such a key part of this year's program," said Jane Rosenthal, CEO and co-founder of the Tribeca Film Festival. "To be able to work with our neighbor and dear friend Harvey Weinstein and The Weinstein Company to bring this film to U.S. audiences for the first time is a bonus for our entire community."

"*Begin Again* is a true New York story about the magical opportunities that can be found under this great city's bright lights. That said, I can't think of a better place to have its U.S. premiere than the Tribeca Film Festival," said John Carney.

The 13th annual Tribeca Film Festival will take place from April 16-27, 2014.

Tickets for the 2014 Festival:

Tickets for the Festival will be \$17.00 for evening and weekend screenings, and \$9.00 for all late night and weekday matinee screenings.

Advance selection ticket packages and passes are now on sale. All advance selection packages and passes can be purchased online at www.tribecafilm.com/festival/tickets, or by telephone at (646) 502-5296 or toll-free at (866) 941-FEST (3378).

Single ticket sales begin Tuesday, April 8th for American Express Card Members, Sunday, April 13th for downtown residents, and Monday, April 14th for the general public. Single tickets can be purchased online, by telephone, or at one of the Ticket Outlets, with locations at Tribeca Cinemas at 54 Varick Street, Bow Tie Cinemas Chelsea 9 at 260 W. 23rd Street, and AMC Loews Village VII at 66 3rd Avenue. The 2014 Festival will continue offering ticket discounts for evening and weekend screenings for students, seniors, and select downtown Manhattan residents. Discounted tickets are available at Ticket

Outlet locations only. Additional information and further details on the Festival can be found at www.tribecafilm.com.

About Tribeca Film Festival:

The Tribeca Film Festival helps filmmakers reach the broadest possible audience, enabling the international film community and general public to experience the power of cinema and promote New York City as a major filmmaking center. It is well known for being a diverse international film festival that supports emerging and established directors.

Founded by Robert De Niro, Jane Rosenthal, and Craig Hatkoff in 2001 following the attacks on the World Trade Center, to spur the economic and cultural revitalization of the lower Manhattan district through an annual celebration of film, music, and culture, the Festival brings the industry and community together around storytelling.

The Tribeca Film Festival has screened more than 1,500 films from more than 80 countries since its first edition in 2002. Since inception, it has attracted an international audience of more than 4.5 million attendees and has generated an estimated \$850 million in economic activity for New York City.

About the 2014 Festival Sponsors:

As Presenting Sponsor of the Tribeca Film Festival, AT&T is committed to supporting the Festival and the art of filmmaking through access and innovation, aiming to make this the most interactive film festival in the country, where visitors experience the Festival in ways they never imagined.

The Tribeca Film Festival is pleased to announce its Signature Sponsors: Accenture, Alfred P. Sloan Foundation, American Express, Bloomberg, BOMBAY SAPPHIRE® Gin, Borough of Manhattan Community College (BMCC), Brookfield, Conrad Hotels & Resorts, ESPN, Hilton Hotels & Resorts, Heineken, IWC Schaffhausen, NBC 4 New York, NCM Media Networks, The New York Times, and PepsiCo. The Festival welcomes the following new Signature Sponsors: The Lincoln Motor Company, United Airlines, Santander, and VDKA 6100™.

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Like the Tribeca Film Festival Facebook page at <http://www.facebook.com/TribecaFilm>. Follow us on Twitter @TribecaFilmFest and join the conversation by using the hashtag #TFF2014.

IMAGES FOR PRESS/EDITOR'S NOTE: Film stills for the 2014 Tribeca Film Festival are available at www.image.net. If you are not an image.net media user yet, please register using the following referral code: 2604. If you have any issues please contact ccrawford@tribecafilmfestival.org

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