

TechGenii, Inc. Provides Mobile Alerts and Festival Voting for the Eerie Horror Film Festival

LOS ANGELES, Calif. – Mar. 29 (SEND2PRESS NEWSWIRE) – TechGenii, Inc. (www.TechGenii.com), an industry leader in digital media and interactivity, today announced that it will provide mobile alerts and mobile voting during the Eerie Horror Film Festival, October 10th through October 14th, 2007, at the Erie Playhouse in Erie, PA.



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TechGenii will add mobile alerts throughout the festival so that horror fans will know film show times. TechGenii will also have a festival audience award, where horror fans can vote for their favorite horror film; the winner will be announced at midnight on Sunday, October 14th, 2007.

"I am very excited to add an interactive component to the Eerie Horror Film Festival," Barbara Bickham, Founder and CEO of TechGenii, Inc., said.

The Eerie Horror Film festival will be showing a minimum of 40 films over the course of five days. It is an internationally-recognized event that takes place each year in the city of Erie and showcases independent horror, science fiction and suspense films from around-the-world; screenwriting and video

game development are also a focus.

During the festival, fans can meet with their favorite celebrity guests, purchase items from vendors and participate in several workshops at the Carnival of Carnage Expo Room.

"I am thrilled that our festival is partnering with TechGenii for the 2007 season. I have no doubt that the addition of text messaging will provide our audiences with a unique and entertaining experience and will allow them to be more actively involved in the proceedings. I look forward to working with TechGenii for years to come," Greg Ropp, President and Director of the Eerie Horror Film Festival, said.

DreadCentral.com is also going to be partnering with festival organizers and TechGenii. They are the premier web site for breaking news, original content and are an active community in the world of horror – covering movies, DVDs, games, collectibles, live events and music.

"We are very excited to work with TechGenii and the Eerie Horror Film Festival to enable a mobile voting component. Because our loyal fans are responsible for making DreadCentral.com the premier online destination for horror, it is natural that we want to help augment their enjoyment of horror entertainment with interactive features," KW Low, General Manager of DreadCentral.com, said. "We will be actively promoting this unique experience to our community and all horror fans."

TechGenii helps media and entertainment companies create revolutionary digital media and interactive content strategies.

For more information, please visit: www.TechGenii.com.

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