



For Immediate Release: July 20, 2021

Page 1 of 3

Contact: Anastasia Stanmeyer
Anastasia@OldMillRoadMedia.com
413-429-5504

Norman Rockwell Museum and Berkshire International Film Festival celebrate 40 years of *Raiders of the Lost Ark* with a film screening, sponsored by Berkshire Bank, on Wednesday, August 25, 2021

STOCKBRIDGE, MA — Norman Rockwell Museum (NRM), Berkshire International Film Festival (BIFF), and Old Mill Road Media (OMRM) will celebrate the 40th anniversary of *Raiders of the Lost Ark* with an outdoor film screening on Wednesday, August 25, 2021, sponsored by Berkshire Bank.

The public was first introduced to Indiana Jones (Harrison Ford) and Marion Ravenwood (Karen Allen) when the iconic Steven Spielberg/George Lucas film debuted on June 12, 1981. The beloved movie's popularity has only grown over time.

Forty years later, the public is invited to a special screening of *Raiders of the Lost Ark* on the lawn of NRM on Wednesday, August 25, at 8 p.m. which serves as a fundraiser for NRM and BIFF. Doors open at 6:30 p.m. to set up on the lawn for those looking to enjoy a picnic before the show. Bring your own chair or blanket. Food and drink, including beer and wine, will be available for purchase. A Steven Spielberg-signed director's chair will be awarded through a raffle. (Rain date is Thursday, August 26, at 8 p.m.)

"I had a wonderful time interviewing Karen Allen, who lives in the Berkshires, for a feature article in *Berkshire Magazine* a couple of months ago," said Dr. Joshua Sherman, founder of OMRM. "Afterward, I thought, 'Wait! Karen Allen lives in the Berkshires, composer John Williams is a regular at Tanglewood, and Steven Spielberg and George Lucas are huge fans of Norman Rockwell. What better way to raise money for the NRM and BIFF than to host an outdoor screening of this amazing adventure/romance — made by creatives with ties to the Berkshires?!'"

Kelley Vickery, BIFF artistic director and founder, added, "Those who know the film will get the great pleasure of seeing it again on the big screen, and those who haven't seen it yet are in for a real treat! We are so grateful to Berkshire Bank for their generous support."

Laurie Norton Moffatt, Norman Rockwell Museum director/CEO, agreed: “We are so excited to partner with BIFF and our sponsors, welcoming all to enjoy the museum’s art-filled campus for a magical film night. It really is a splendid homecoming anniversary for storytellers and dear friends George Lucas and our longtime trustee Steven Spielberg, both of whom were inspired by and are ardent collectors of Norman Rockwell’s art.”

“We are so pleased to sponsor this entertaining evening celebrating an iconic film with its starring actress in support of two important local organizations,” said Lori Gazzillo Kiely, Berkshire Bank’s regional president. “As we emerge from a challenging time, we are proud to help make possible a fun family night for the members of our community.”

Tickets are \$20 per person; 17 and under are free. For tickets, go to oldmillroadmedia.com

[PRESS PICTURES ARE AVAILABLE FOR DOWNLOAD AT:](#)

Oldmillroadmedia.com/raiders-press

About Berkshire Bank: Berkshire Bank is transforming what it means to bank its neighbors socially, humanly, and digitally to empower the financial potential of people, families, and businesses in its communities as it pursues its vision of being the leading socially responsible omni-channel community bank in the markets it serves. Berkshire Bank provides business and consumer banking, mortgage, wealth management, investment, and insurance services. The bank has approximately \$12.8 billion in assets and operates 118 branch offices primarily in New England and New York, with an agreement to sell its eight Mid-Atlantic branches. Headquartered in Boston, Berkshire Hills Bancorp (NYSE: BHLB) is the parent of Berkshire Bank and is a member of the Bloomberg Gender-Equality Index. To learn more, call 800-773-5601, or follow us on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

About NRM: The Norman Rockwell Museum illuminates the power of American illustration art to reflect and shape society, and advances the enduring values of kindness, respect, and social equity portrayed by Norman Rockwell. The museum holds the world’s largest and most significant collection of art and archival materials relating to Rockwell’s life and work, while also preserving, interpreting, and exhibiting a growing collection of art by other American illustrators throughout history. The museum engages diverse audiences through onsite and traveling exhibitions, as well as publications, arts and humanities programs, including the Rockwell Center for American Visual Studies, and comprehensive online resources. Visit the Norman Rockwell Museum online at nrm.org. Museum hours are Thursday–Monday, 10 a.m.–5 p.m.; Tuesdays 12–7 p.m. through August. Closed Wednesdays. Advanced ticket purchase recommended; reserve on nrm.org

About BIFF: The Berkshire International Film Festival is a world-class festival that is an integral part of the cultural fabric of the Berkshires. BIFF showcases not only the latest in independent feature, documentary, short, and family films but also lively panel discussions and special events focusing on filmmakers and talented artists from both sides of the camera. This year's BIFF will take place September 9–13. For more information, go to biffma.org

About Old Mill Road Media: Old Mill Road Media, based in East Arlington, Vermont, is the publisher of *BERKSHIRE Magazine*, *VERMONT Magazine*, *STRATTON Magazine*, *MANCHESTER LIFE*, and *The Vermont News Guide*. Old Mill Road Media's publications celebrate the events and lifestyles of Vermont, the Berkshires, and the surrounding region. From artists to farmers, from historic businesses to start-ups, from outdoor adventures to music and nightlife, Old Mill Road Media is committed to showcasing the beautiful landscapes and fun, creative culture of our region. Old Mill Road also offers a full range of media services, including Audio and Video Production, Graphic Design Services, Website Design Services, and Social Media Management. For more, go to oldmillroadmedia.com

END