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Film Directed by Linnihan Foy Video Art Director Wins MISPIFF Award

MINNEAPOLIS, Minn., May 10, 2011 — The Film Society of Minneapolis-St. Paul has announced that “Rough Tender” has been selected as the Best Minnesota-Made Narrative Feature of the 28th Annual Minneapolis-St. Paul International Film Festival.

Directed by Joe Dressel, video art director at Linnihan Foy Advertising, Minneapolis, Minn., “Rough Tender” was shot over the course of five weekends in 2009 and 2010. Editing and sound design was completed over an additional four months. Described as “a darkly comic, sadly sweet and even poignant tale about finding and keeping love despite the odds,” the film was written by Dressel’s co-producer, Chris Cummings.

“Receiving this award is an honor. It really validates all of our hard work,” said Dressel. “But I was even more excited about the Best of Fest second screening that came along with it. It’s nice that even more people had the opportunity to see the film.”

More than 200 films from over 60 countries were screened from April 14 to May 5. The Best Narrative Feature, Best Documentary, Best Emerging Filmmaker, Best Short and Best Minnesota-Made Film awards were determined by a panel of jurors comprised of various members of the Minneapolis-St. Paul film community. Dressel received his award for “Rough Tender” at the Films in Competition Awards Ceremony on May 5.

This is Dressel’s first feature-length film. The low-budget project features a variety of other talent from the Minneapolis area as well. He is currently working on another feature-length film called “Hope” about a high school guidance counselor who takes the war on drugs among adolescents into his own hands.

About Joe Dressel

Joe Dressel’s passion for storytelling led to creating live-action and animated short films. In 2007, he graduated from the Minneapolis College of Art and Design with a BFA in animation. After earning his degree, Joe began a career in advertising with Linnihan Foy Advertising where he lends his talents as a multimedia artist, animating, directing and editing videos and commercials.

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About Linnihan Foy Advertising

Linnihan Foy is a full-service advertising agency that provides growth-oriented businesses with a fully integrated marketing approach. Located in Minneapolis' historic Northeast warehouse district, Linnihan Foy creates comprehensive marketing strategies for a variety of business-to-business and business-to-consumer clients. For more information on the agency visit www.linnihanfoy.com.

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