

# NEWS RELEASE

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## FOR IMMEDIATE RELEASE: September 1, 2009

**WHAT:** NOTNOSTRUMS PRESENTS *WHEN YOU THINK OF IT*

**WHEN:** Thursday, September 17 at 7 PM

**WHERE:** Amherst Cinema, Amherst, MA  
Tickets: Special Admission: \$10, Students and Seniors: \$5  
Online at [www.amherstcinema.org](http://www.amherstcinema.org) and at the Amherst Cinema Box Office

**IMAGES:** Attached

### (Online Poetry Journal Debuts Film)

AMHERST, MA—In collaboration with the Amherst Cinema Arts Center, the Juniper Initiative for Literary Arts & Action and the UMass Fine Arts Center, *notnostrums* the online literary journal is proud to present the premier of its debut film *When You Think Of It* at 7 PM on Thursday, September 17 at Amherst Cinema in Amherst, MA.

This is a movie. Not Lone Star. Not The Loneliness of the Long Distance Runner. Not Pillow Talk. Not All That Heaven Allows. Not The Awful Truth. Not Blazing Saddles. Not The Crying Game. Not Every Man For Himself. Not Ship of Fools. Not The Lady Vanishes. Not Dark Victory.

This is a *notnostrums* production. Contributing poets of *notnostrums* read their poems in diverse localities. Some poets are Christian Hawkey, Heather Christle, James Tate, Lori Shine, Lisa Olstein, Christopher Cheney, Dara Wier, Jack Christian. There are 23 poets reading. The film lasts one hour.

Tickets are \$10 for special admission and \$5 for students and seniors. Tickets are available online at [www.amherstcinema.org](http://www.amherstcinema.org) and at the Amherst Cinema Box Office.

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