

## **Nova Vento Entertainment Adds New VP of Marketing**

*Industry expert brings over twenty years of experience in film and television entertainment*

April 23, 2021 (FPRC) -- (Montana) Nova Vento Entertainment, a rising new leader in U.S. theatrical distribution, is pleased to announce the appointment of Lori Twichell as Vice-President of Marketing. Twichell will be responsible for managing marketing, publicity, event management and communications for Nova Vento theatrical acquisitions.

“Lori Twichell has been at the forefront of creative marketing in the entertainment industry for over twenty years. We are excited to add her outside the box brand of thinking to our team,” says Eden Bryant, CEO of Nova Vento Entertainment. “Lori’s contributions will allow us to offer even more to our films, filmmakers, and the entertainment community at large.”

Prior to joining Nova Vento, Lori started her own marketing company, Beyond the Buzz, which has done national marketing campaigns for everything from film to television and radio to publishing. Her work has helped to create viral marketing and grass roots campaigns that have caught the attention of the Jim Henson Company, TV Guide, and numerous television and film studios. She has also worked on major film releases, indie arthouse flicks and everything in between.

“I am honored to step into this role at Nova Vento Entertainment. They are passionate about connecting audiences with quality entertainment and also encouraging filmmakers as they create good content. It is my sincere pleasure to join them in their efforts.”

The first release Lori will be working on is Counter Column, a military faith-based film that delivers a powerful message of hope and redemption. It opens in theaters nationwide, May 21, 2021. More information on the movie and its opening can be found at [www.countercolumnthemovie.com](http://www.countercolumnthemovie.com).

### **About Nova Vento Entertainment**

Nova Vento Entertainment is a distribution company focused on U.S. theatrical releases of independent films. With a strong belief that quality films are best enjoyed in a theatrical experience among other people who love the same films, Nova Vento specializes in independent films, faith-based films, and art-house fair. What makes Nova Vento unique in the distribution game is their uniquely crafted approach to each and every film. Fostering a healthy relationship between the film maker and the theaters, Nova Vento also works diligently to raise up the next generation of independent filmmakers.

To find out more about Nova Vento, their mission, and their other releases, visit [Novavento.com](http://Novavento.com).

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### **Keywords**

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