

Meijer demonstrated its support for the **West Michigan Film Video Alliance (WMFVA)** by sponsoring the **Visiting Film Artist Series** event recently.

The fun event featured writer/director Amy Heckerling and began with a showing of “Clueless,” which she wrote and directed, followed by a Q&A session and reception at Celebration Cinema North in Grand Rapids, Mich. Amy kicked off the activities with a luncheon discussion about her filmmaking journey and the evolving industry. Students, film program faculty, professional filmmakers and community members gathered to hear about her perseverance and pursuit of her filmmaking career. Visit the [WMFVA Facebook page](#) and scroll down to find a video recap of the event.

The Visiting Film Artist Series event was a success and the WMFVA continues to cultivate a thriving film community in West Michigan. For more information about WMFVA, visit their [website](#).

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<https://meijercommunity.com/2016-10-14-Meijer-Supports-Successful-West-Michigan-Film-Video-Alliance-Event>