

For Immediate Release

Contact:

Bobby Lin, Marketing and Communications Manager

Asian CineVision

212.989.1422

bobby@asiancinevision.org

Asian American International Film Festival Unveils New Short Film Competition

NEW YORK (DATE) – Asian CineVision (ACV) announced today a competition to take place in tandem with its National Festival Tour. The competition, entitled “Cinema Me,” invites amateur and independent filmmakers of Asian descent to create short films that reflect their experiences as part of the Asian American Diaspora.

Bound only by a five-minute time limit, participants are free to produce any kind of film they desire. While common themes in Asian American film include stereotypes, identity politics and generation gaps, the competition encourages entrants to use any type of content, format and genre in telling their own Asian American story. Narratives, documentaries, animations, music videos and experimental films are all welcome forms of submission.

Cinema Me offers a \$3,000 cash award, provided by contest sponsor Toyota, to the Grand Prize winner of the competition. The competition's top ten films will be posted for public viewing on both asiancinevision.org and Toyota's thedirectorschairsite.com. Submissions will be judged by a jury of industry professionals, largely composed of Asian American filmmakers and actors. But fans will also get a chance to vote on their favorites by logging onto the thedirectorschairsite.com and vote their choice. Finalists will have a chance to have their films screened at the 33rd Asian American International Film Festival and other festivals sponsored by Toyota.

“We're extremely excited to be sending out this nationwide call to aspiring artists,” affirmed John Woo, Acting Director of Asian CineVision, the non-profit organization that is overseeing Cinema Me as well as the National Festival Tour. “The Tour has always been a commitment on our part to expose the next generation of potential filmmakers to a body of work that would otherwise be impossible to access. With the addition of this short film competition, we'll continue to expand our support network and cultivate an active interest in Asian American cinema in the most relevant ways.”

Cinema Me's deadline for submissions is April 30, 2010. Finalists will be announced on May 31, 2010, and the Grand Prize winner will be named on June 30, 2010. Complete guidelines to the competition can be downloaded at asiancinevision.org/tour2010.

About the National Festival Tour

The National Festival Tour is an extension of the Asian American International Film Festival (AAIFF) that travels throughout North America after the festival has wrapped. The only traveling festival of its kind in the country, the annual Tour features selections from the year's best cinema – narrative and documentary features and shorts – from AAIFF. This year's Tour offers rentals of 14 programs representing ten countries, including China, the Philippines, Australia, Singapore and Taiwan.

The National Festival Tour offers the opportunity to bring rarely seen Asian International and Asian American films to under-served communities throughout the U.S. A percentage of the rental fees going

to the filmmakers, so participating in the tour is also a great way for organizations to directly support independent filmmakers and artists.

Be among the long list of schools that have recently hosted the National Tour: Cal Poly San Luis Obispo, Brown University, Columbia University, China University, Northern Colorado State University, Williams College, Yale University, Harvard University, UC Santa Barbara, Ithaca College and the University of Illinois at Urbana.

Cinema societies and art institutions that have hosted the National Tour include the High Museum of Art (Atlanta), the Redhouse (Syracuse), the Boston Museum of Fine Arts, and the Hong Kong Asian American Film Festival.

Corporate affinity groups that have screened the tour include Goldman-Sachs, Clifford Chance, JPMorgan Chase, Macy's Time Incorporated and Colgate-Palmolive.

For more information regarding the films and how to bring the Tour to your community, please visit asiancinevision.org/tour2010 or call 212.989.1422.

About ACV

Asian CineVision, Inc is a not-for-profit national media arts organization dedicated to the development, promotion and preservation of film and video arts by and about people of Asian descent. Founded in 1976 by Hong Kong cinema legend Tsui Hark, Oscar-nominated director Christine Choy, Danny Yung, and Peter Chow, ACV began as a media activism organization. The organization continues to serve the Asian American community by promoting the works of Asian and Asian American filmmakers, and providing a window to the diverse experiences and livelihoods of the Asian diaspora.

About AAIFF

The Asian American International Film Festival is the first and longest running festival in the country devoted to showcasing films created by media artists of Asian descent and about the Asian community. Founded in 1978, AAIFF harbors a unique curatorial vision. More than an expression of collective identity, the festival is anchored by the distinct contributions of its members. It is a platform for filmmakers of all backgrounds to develop the constructs of Asian cinema and cultivate the next generation of talent. 32 years after its inception, AAIFF continues to be a leading showcase for Asian American film and video, placing a substantial focus on local and independent works and working to enrich New York's Asian arts community.

About Toyota

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of more than 1,400 Toyota, Lexus and Scion dealers. Toyota directly employs over 36,000 people in the U.S. and sold more than 2.2 million vehicles in 2008.

For more information about Toyota, visit www.toyota.com, www.lexus.com, www.scion.com or www.toyotaneewsroom.com.