



## 18<sup>th</sup> Annual VAFF Showcases Independent International Films

*Canadian Premiere of Indie Road Trip Movie from India*

**Vancouver, BC—October 15, 2014**—The Vancouver Asian Film Festival (VAFF) is proud to present the Canadian premiere of **M CREAM** at its 18<sup>th</sup> annual festival of showcasing the best in North American and international Asian films right here in the heart of Vancouver at Cineplex Odeon International Village Cinemas, 88 W. Pender from November 6<sup>th</sup> to 9<sup>th</sup>.

In this Indian coming-of-age road movie a motley crew of Delhi University students set out on a journey of unexpected encounters that is part road trip, part buddy movie, and all coming-of-age story. From the lush campus haze of Delhi University to the arid clarity of the Himalayan foothills, the film chronicles the excellent adventures of college cynic Figs,

The deliriously drugged out Figs (played by Imaad Shah son of legendary Bollywood actor Naseeruddin Shah) drags his classmate Maggie, her boyfriend Niz, and Niz's friend Jay along on his quest for a mythical form of hash known as M CREAM. Their journey ultimately begins to unravel their idealistic notions of rebellion and freedom.

M CREAM is indie filmmaker and short documentary producer Agneya Singh's first feature since graduating from the Tisch School of the Arts at NYU, exploring contemporary notions of rebellion in the context of Indian society. M CREAM won the award for Best Feature Film at the Rhode Island Film Festival earlier this year and makes its Canadian premiere on Friday, November 7<sup>th</sup> at 9:30PM.

"This year's VAFF aims to be thought-provoking," stated Grace Chin, festival director. "The theme, *What's Your Perspective?*, challenges our audience to examine the lens with which they look inward, as well as outward at the world - similar to how filmmakers bring their unique perspectives to their work. This year, we have 40 films that include feature-length films, documentaries and shorts produced by Vancouver, Canadian, American and international filmmakers." The VAFF 2014 lineup includes an impressive 9 world premieres, 2 North American premieres, 3 Canadian premieres and 2 Vancouver premieres.

Tickets are available online at [www.vaff.org](http://www.vaff.org), or at the VAFF table located in the foyer of the Cineplex Odeon International Village Cinemas starting November 6<sup>th</sup>. There will also be VIP passes available online for \$88 in advance of the festival or \$150 during the festival. All VAFF VIP pass holders will receive complimentary, priority access to all film screenings and special events at the festival and have the chance to mingle with filmmakers, actors and other industry guests. Visit [www.vaff.org](http://www.vaff.org) or email [info@vaff.org](mailto:info@vaff.org) for more information. Screeners are available upon request.

**VANCOUVER ASIAN FILM FESTIVAL | 455 PRIOR STREET, VANCOUVER, B.C. V6A 2G3**

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Follow the festival as it unfolds at:  
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### **About the Vancouver Asian Film Festival**

The Vancouver Asian Film Festival Society (VAFF) is a not-for-profit organization that celebrates diversity in film by providing a forum for independent Canadian and American Asian filmmakers to showcase their work to Asian and non-Asian audiences in Vancouver. The oldest Asian film festival in Canada, it was founded by independent filmmaker and writer Barbara K. Lee in 1995 and debuted in September 1997. VAFF is entirely organized and produced by a group of dedicated volunteers, and is made possible through support from community partnerships and generous financial support from corporate sponsors, public funders and private donors. Organizers are expecting close to 4,000 audience members over the four-day festival.

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