



# Vancouver Asian Film Festival

## **Annual Mighty Asian Moviemaking Marathon Celebrates 10<sup>th</sup> Year**

*Milestone year celebrated with new logo, more prizes, interviews with past winners*

*MAMM Competition from Aug 2-11, Gala Screening Aug 23, 2014*

**Vancouver, BC—July 7, 2014—** The Mighty Asian Moviemaking Marathon (MAMM) celebrates its 10<sup>th</sup> year of supporting and showcasing emerging local filmmakers with a bigger competition, redesign of their brand and extensive interviews with past winners. A launch party on July 25<sup>th</sup> kicks off the festivities evening at Bar None (1222 Hamilton St.) starting at 9:30pm.

MAMM is VAFF's premier annual short filmmaking contest. Its purpose is to foster emerging filmmakers and offer them both an educational experience as well as an opportunity to showcase their work to audiences and potential distributors.

Founded 10 years ago, the competition has evolved from a 7-day competition, primarily using the dramatic narrative format where fun elements such as fortune cookie fortunes were incorporated into storylines; MAMM has now expanded to a 10-day contest, with an adjudicated pitch session, and added documentary category – the only short film competition with this genre in Vancouver.

The then-prevalent stereotype was that Asian Canadians had no interest in filmmaking. Fortunately, the independent filmmaking landscape of Metro Vancouver and BC has changed in the last 10 years, including many more Asian Canadians both in front of and behind the camera, working professionally in the commercial, independent film, TV and video industry. MAMM and VAFF are proud to have been integral in this change in the film and media landscape.

“We’ve reached out to our past MAMM winners and asked them, ‘What was MAMM’s impact on your professional development? What upcoming projects are you working on?’ and fun facts like ‘Who’s your favourite superhero?’ ” explained Grace Chin, VAFF festival director. “It has been very satisfying to see that we helped launch their careers and were a step in building their skills, confidence and networks to get them where they are today.” Ms. Chin began as a MAMM festival director in 2008 and has now been promoted to be the festival director of the larger, parent organization at VAFF. “We’ve also contacted the original artist of MAMM’s logo from 10 years ago and have launched a brand redesign that’s modern and sleek and will carry us for the next years to come. You could say we’ve come full circle with our past, present and future in our 10<sup>th</sup> year of the competition.”

The Friday, July 25<sup>th</sup> launch party will showcase this brand redesign throughout the evening at Bar None (1222 Hamilton St.) with a red carpet, themed photo booth, prizes and an international DJ. “It will be an amazing event for filmmakers, film lovers, media and industry where we get to see others and ourselves as superheroes. And there’s no better place to party that right in the heart of Yaletown on a Vancouver summer night!” For tickets and details, visit [www.vaff.org](http://www.vaff.org) or email [marketing@vaff.org](mailto:marketing@vaff.org).

Filmmakers, writers, actors, and others interested in the MAMM competition are encouraged to submit a team application to [mamm@vaff.org](mailto:mamm@vaff.org) by July 30, 2014. Participating team members

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must be BC residents, at least two key creative team members must be visible minorities, and at least one lead actor or subject in the final submitted film must be of Asian or mixed Asian/Hapa heritage. See [vaff.org/2014/events/mamm10/](http://vaff.org/2014/events/mamm10/) for full competition and eligibility details.

Follow the festival as it unfolds at:

Facebook/VAFFVancouver

Twitter/@VAFFVancouver/#MAMM10

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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 by generous financial support from corporate sponsors, public funders and private donors. Organizers are expecting close to 3,000 audience members over the four-day festival.

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