



The Vancouver Asian Film Festival takes AIM at Hollywood!

VANCOUVER, BC – September 26, 2016 – Asian artists in film, television and online across the US and Canada are all starting a movement. We will no longer play the “model minority” and be silent as Asian characters are erased in Hollywood films. It is time to Stand up for Diversity.

For over two decades the Vancouver Asian Film Festival (VAFF) has been a strong advocate for increasing Asian representation in front and behind the camera in mainstream media. VAFF fiercely supports campaigns such as #starringjohncho, #whitewashout and #oscarssowhite.

In response to the recent increase of white actors being cast in place of Asian characters in big budget Hollywood films, VAFF feels compelled to do its part in continuing the advocacy work started by so many who care so deeply about this issue.

As part of VAFF’s 20th Anniversary celebrations, it will host the **AIM³ SUMMIT** (Asians in Movies, Media and Music) on **November 4 and 5, 2016** and will bring together prominent Asian actors, writers, directors, producers, musicians and online media strategists and personalities from across the US and Canada to speak about their personal experiences. They will then join in on diversity-driven and pointedly commenting roundtable discussions as a means to help coordinate these passionate efforts into a plan of action that will hopefully result in substantial changes.

VAFF is proud to announce, **William Yu**, the New York media strategist and mastermind behind the #starringjohncho campaign as one of its keynote speakers. Joining him are many others including **Sarah Kuhn**, author of the YA book *HEROINE COMPLEX* and Christine Norrie, DC Comics.

Along with the **AIM³ SUMMIT**, VAFF20 continues to expand its advocacy work adding two new contests to increase opportunities for Asians actors to be cast in leads and Asian writers to have their loglines read by industry professionals. <http://vaff.org/annual-events-programs/asians-in-movies.php>

AIM Calendar Project: VAFF is not looking only for "attractive" models, but interesting people that could be leading actors or strong character actors and are dynamic people familiar with the issues of diversity representation in media and film. Twelve candidates across Canada and the U.S. will be chosen for a photo shoot in every quarter until November 2017. The first 3 winners will be announced in November, 2016.

AIM Logline Competition: In conjunction with the AIM Calendar Project, VAFF is offering screenwriters an opportunity to promote their loglines and story ideas to film professionals. VAFF will choose 12 winning loglines and produce a movie poster based on its interpretation of the chosen loglines featuring the AIM Calendar Project winners.

VAFF believes that Vancouver is the ideal location for this Summit of like-minded advocates as the city is considered Hollywood North as well as the gateway to Asia. In addition to its unparalleled beauty, Vancouver is also home to very large and active Asian filmmaking and acting population.

Background articles/reading:

- <http://www.hollywoodreporter.com/features/are-asian-american-movie-stars-890755>
- <http://starringjohncho.com/>
- <http://www.nielsen.com/us/en/insights/news/2015/meet-the-fastest-growing-multicultural-segment-in-the-us-asian-americans.html>
- [Why Won't Hollywood Cast Asian Actors?](#) (New York Times)
- [Constance Wu And Ming-Na Wen Protest Hollywood's Whitewashing Of "Ghost In The Shell"](#) (Buzzfeed)
- [ABC's Ben Sherwood Says Network's 'All-Inclusive' Programming Reflects Its Diverse Audience](#) (Adweek)
- [Asian Actors Are Still Only 1% of Hollywood's Leading Roles](#) (Teen Vogue)
- [Why Is It Still Okay to Make Fun of Asians?](#) (The New Republic)
- [Report: More Than Half of Hollywood Projects Don't Feature Asians](#) (NBC News)
- [2016 Hollywood Diversity Report](#) (UCLA - Ralph J. Bunche Center for African American Studies)
- http://shanghaiist.com/2016/08/01/constance_wu_matt_damon_whitewashing.php
- <https://www.facebook.com/BuzzFeedStyle/videos/1045107742248118/?pnref=story.unseen-section>

About the Vancouver Asian Film Festival

The Vancouver Asian Film Festival Society (VAFF) is a not-for-profit organization that celebrates diversity in film. The longest-running Canadian film festival of its kind, VAFF 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.

Follow the festival as it unfolds at:

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Twitter/@VAFFVancouver/#VAFF2016 #AsiansInMovies

Instagram/vaffvancouver

YouTube/VAFFVancouver

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