



### **Mighty Asian Moviemaking Marathon Finalist Films to be Screened**

*10<sup>th</sup> milestone year celebrated with brand redesign, more prizes, look back to past winners*

*Awards Screening Gala Saturday, Aug 23<sup>rd</sup> at Cineplex Odeon International Village*

**Vancouver, BC—August 15, 2014—** The Mighty Asian Moviemaking Marathon (MAMM) concluded the filmmaking portion of the competition and is looking forward to their Gala Screening on Saturday, August 23<sup>rd</sup> 2014 at Cineplex Odeon International Village (88 West Pender). After a grueling 10 days of scriptwriting, acting, shooting, and editing, the final four teams will be waiting in anticipation for an esteemed panel of judges to crown this year's MAMM winner. The winner will receive cash and equipment prizes.

Come cheer on teams Bam3 Pictures, Water Type, TGK Films, and Chow Tai House as their 8-minute short films are screened to a live audience for the first time. The audience will also be voting for the best of the best through the People's Choice Award as the festival looks back on the works of nine previous MAMM winners. You'll also have a chance to congratulate your favourite team in person at the MAMM after party.

"For the 10<sup>th</sup> year of MAMM, the teams are more creative and dedicated than ever. Hearing the pitches and watching the crews at work, audiences are going to be thrilled with the short films at the Gala Screening," exclaimed Grace Chin, VAFF festival director. 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. "In thinking of how the films of 2014 compare to the films of the last 10 years, there has definitely been huge advancements in technology that all the teams are at the forefront of. They are all incredibly impressive and MAMM is proud to have been there for the last decade to help build filmmakers' skills, confidence and networks to get them where they are today."

Tickets to the Gala Screening can be purchased in advance for \$15 online by visiting <http://vaff.org/2014/events/mamm10> and for \$18 at the door. Ticket prices include entry to the Awards Screening Gala, VAFF Membership, and After Party. For tickets and details, visit [www.vaff.org](http://www.vaff.org) or email [marketing@vaff.org](mailto:marketing@vaff.org).

Follow the festival as it unfolds at:  
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### **About the Mighty Asian Moviemaking Marathon (MAMM)**

MAMM is the Vancouver Asian Film Festival's (VAFF) 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

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pitch session, and added documentary category – the only short film competition with this genre in Vancouver.

### **About the Vancouver Asian Film Festival (VAFF)**

The Vancouver Asian Film Festival Society 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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