



Immediate Release

This year the Vancouver Asian Film Festival (VAFF) is proud to introduce a new challenge to filmmakers of all types - the Red Packet Challenge (RPC). The RPC is an exciting contest where anyone with a video camera or smart phone can get creative and show off their storytelling skills by entering their micro-films to win from a fabulous selection of prizes.

The RPC will commence July 26th, with last call for submissions on August 8th. The films are intended to be short and sweet (think Vine or Instagram) and encompass one of the five themes: Believe, Connect, Engage, Share and Support. Contestants can choose from two film categories: Ultra-Short (6-15 seconds) or Micro-Film (1-3 minutes), in which they must embrace their inner Asian. Filmmakers must have an Asian (or part Asian) key creative member in order to be eligible for the contest (writer, director, actor, producer, camera operator) or the subject matter must be of Asian/part Asian origin. Contestants can submit up to 8 entries in any category (\$50/8 entries or \$10/single entry).

And don't forget that "Asian Flair"! Our designated judges will be handing out bonus points for style and the use of the themes. And all video submissions from "Ultra Short - (6-15 seconds)" will be open for public voting from August 12, 2015, 11:59:59 pm until August 19, 11:59:59 pm.

Then get ready to hit the big screen! The top eight (8) adjudicated videos from both categories will have a theatrical premiere at the #VAFFRPC 2015 Screening and Awards Gala at Vancity Theatre on August 27, 2015.

Our celebrity judges - Casting Director [Judy Lee](#), CTV News Anchor [Mi-Jung Lee](#), Real Housewives of Vancouver [Reiko Mackenzie](#), CBC's Miyoung Lee, and [Fairchild](#) Host & Vancouver Film Critics Circle's Tony Ma, and CBC Vancouver News Anchor [Mi-Young Lee](#) will select the Top-3 winners in each category and they will be announced at the screening, along with the winners of the Ultimate Fan Favourite Award in each category. With a total of 8 prizes

to be awarded, get ready to unleash your “Asian Flair” and join us for a night filled with fun, films and friends!

Follow the VAFF as it unfolds at:

Facebook/Vancouver Asian Film Festival

Twitter/@VAFFVancouver #VAFF2015 #VAFFRPC

Instagram/vaffvancouver

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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