



MEDIA ADVISORY—FOR IMMEDIATE RELEASE

Vancouver Asian Film Festival to provide content to China with the Launch of Feature Scriptwriting Competition

Vancouver, BC – July 6, 2017 – In celebration of Canada 150, Vancouver Asian Film Festival (VAFF) is launching the inaugural **Canada 150 / China Scriptwriting Competition** in partnership with China’s CNH Management, to better reflect Canadian diversity across the country’s feature filmmaking landscape, with the **grand prize of \$10,000**.

While other film industries try to lure lucrative Chinese media investment, VAFF believes this newest initiative will be among the first to succeed with providing content that actually appeals to the immense Chinese viewing audiences hungry to be entertained. Given, VAFF’s large base of Canadian Asian writers, producers, directors and filmmakers, they will have an edge when it comes to providing culturally relevant and entertaining stories to the Chinese. It will be a win-win for both the Chinese viewers and Canadian Asian filmmakers.

Media are invited to attend the competition’s official media launch to meet with organizers, local filmmakers, and partners. Filmmakers will be available with equipment and B-roll after. Video assets and further contest information are also available. Please email media@vaff.org for more information.

What: **VAFF 2017, Canada 150 / China Scriptwriting Competition Announcement**
Date: **July 6, 2017**
Time: **2PM**
Where: **SUCCESS, 28 West Pender St. (Room 110)**
*filmmaker, equipment and team available for B-roll following press event.
Contact: media@vaff.org, Regina: 604-961-7866

Note: Interviews and photo opportunities are available. Additional video assets and further competition details are also available. Please email media@vaff.org for more information. The official webpage for the competition is <http://www.vaff.org/annual-events-programs/C150CSC.php>.

“As an Asian Canadian scriptwriter and filmmaker, this is a great opportunity for me to tell a story about my unique Asian born Canadian growing up experience.” - Filmmaker.

“Asians represent the largest visible minority group in Canada. Despite this, Canadian broadcasters and the CRTC continue to inadequately represent an inclusive Canadian society,” says Barbara Lee, VAFF Founder and President.

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“We’re providing diverse scriptwriters and filmmakers with the opportunity to get their work developed, and distributed to a wider Canadian and international audience.” says Grace Chin, VAFF Festival Director.

“Our company as well as others in China are willing to invest to see a different narrative in entertainment internationally. There’s actually a big demand for this in China,” says Sandra Wu, President, CNH Media.

Local filmmaker [Milton Ng](#) (VAFF Alumni), director and producer of [Milton and Glenn Show](#), will be attending at the media launch event. He is an up-and-coming writer/director/youtuber from Legal, a small town in Alberta. He is currently developing his first feature, WING.

About the CNH Management Ltd. (CNH Media)

CNH Management Ltd. is an investment company in film and TV industry, located in Vancouver, “Hollywood North”. By being in the advantaged environment and with the strong experienced resources both in Chinese film industry and investment field; CNH’s purpose is to capitalize on the potential value of the Canadian film talents (producer, directors, scriptwriters, talents, and etc.) by connecting them to the investors and the Chinese film market.

About the Vancouver Asian Film Festival (VAFF)

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.

VAFF continues to showcase the breadth and depth of Asian diaspora filmmaking beyond mainstream film festival offerings, with its 21st annual film festival November 2-5, 2017. The entire program schedule will be available online at www.vaff.org starting October 1, 2017. Tickets will be available online at www.vaff.org starting October 1, 2017, or at Cineplex Odeon International Village Cinemas, 88 W. Pender St., Vancouver, starting November 2, 2017.

Follow the festival as it unfolds:

Facebook/[VAFFVancouver](#)
Twitter/[@VAFFVancouver](#)/ [#VAFF2017](#)
Instagram/[vaffvancouver](#)
YouTube/[VAFFVancouver](#)

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Media Kit

About the CNH Management Ltd. (CNH Media):

CNH Management Ltd. is an international investment company expanding into the film and television industry. Now with an office strategically located in Vancouver’s “Hollywood North,” and with strong experience and resources both in the Chinese film industry and investment field, CNH provides a professional platform connecting Canadian film talent (producers, directors, scriptwriters, performers, crew) to Chinese investors and to the Chinese film market—with the best value and a lower amount of risk for all parties.

Why is CNH sponsoring a scriptwriting competition?

CNH is looking for both excellent content and potential talent, for movie projects in the near future. Good feature-length content can be distributed in a variety of ways, including network video, theatrical release, TV, and gaming platforms. From an industry and investment perspective, network video platforms have the advantage of low cost and risk, with potentially quick and high return. Feature film content volume on network video platforms reached 2,500 films a year in Asia in 2016, with paying network video platform membership reaching 70 million. The paid membership network video movie market is anticipated to break the 2 billion mark, with the potential network video movie market estimated to be 3 billion. The huge potential of this market for both the international film industry and its investors, is enticing more and more Hollywood industry leaders into entering network video movie marketing in China, through cooperation with Chinese companies. Most recently, Sony Pictures partnered with one of China’s largest network video platforms, iQiyi, for their first foray into the Chinese network video movie market. With such a high volume of films being constantly released, unique content and valuable intellectual property are among the most important elements for success in this rapidly growing and highly competitive content distribution industry.

What has CNH done before?

CNH is currently in post-production of the feature, *Sea to Sky*. CNH is also working with a group of Chinese animation artists to develop and produce a short animated film targeted toward international animation film festival distribution. CNH is also planning to develop an online platform both for potential investors, and content providers seeking development or production investment for to their projects or scripts.

Who is CNH affiliated with?

CNH Management has affiliations with companies in media production and distribution, including Tencent, iQiyi, and Alibaba; in terms of investment, CNH has relationships with Gowlings, Lawson Lundell, and BDO Canada.

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About the Vancouver Asian Film Festival (VAFF)

VAFF is dedicated to promoting and celebrating the diversity and depth of Asian culture and identity in film and media, and to help North American Asian actors and filmmakers more authentically and more powerfully define and express themselves on screen. Through its annual film festival and many other programs and events hosted in Vancouver, VAFF's mission is to be the "go-to" forum for the public and the film industry to engage in and support the rise of Asian influence in film and media in the world. VAFF envisions a world where North American Asian actors and filmmakers have the resources and opportunities to shape mainstream culture in a powerful and positive way.

The four-day event will feature more than 40 films that reflect the increasingly borderless creative and industry sensibility of Canada's west coast, and beyond. Programming includes the VAFF Industry series exploring topics relevant to the experience of Canadians of colour in our entertainment industry; a Best Canadian Feature Award sponsored by the Directors Guild of Canada, a Best Canadian Short Award sponsored by the National Film Board, and an award for Outstanding Contribution: Diversity in Film.

Festival Profile

VAFF is the longest running Asian film festival in Canada. It was founded in 1995 and debuted in September 1997. Since then, tens of thousands of film lovers have experienced a diverse selection of North American-Asian and international films.

Each year VAFF attracts close to 4,000 audience members over its four-day festival and year round events. It also reaches many more through word of mouth, pre-festival events, and traditional and social media throughout the year.

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.

Filmmaker's Bio

Milton Ng is an up-and-coming writer / director / youtuber from Legal, a small town in Alberta. He came to Vancouver in 2009 to pursue filmmaking, gaining experiences as a production assistant and a grip on several shows like Arrow, Power Rangers, Deadpool and The Interview. He's shot several youtube sketches and short films, with his most notables being the Banana Rule, Next Like and Tower Boy. He currently shoots content for the Milton & Glenn Show as well as developing his first feature, WING.
<https://www.miltonngtv.com/>

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