



## For Immediate Release

**Vancouver, BC – July 6, 2017** – The Mighty Asian Moviemaking Marathon (MAMM), Metro Vancouver’s only annual short filmmaking competition with a diversity angle (one of the key creative members - Team Lead, Director, Producer, Writer, Cinematographer, Editor or Lead Actor must be from a visible minority), celebrates its 12th year and the 21st year of the Vancouver Asian Film Festival (VAFF) with a new documentary filmmaking contest category, the only one of its kind in the city. The narrative and documentary contests are open to participants from all across Canada.

Produced by VAFF, the MAMM challenges up to 10 teams (narrative or documentary) to pitch, write, shoot and edit an 8-minute film in 10 days. Plus, this year, up to 20 teams may enter the ultra-short (1 minute) film category. The overall theme of the competition is “We Heart Canada”, in commemoration of Canada 150, and contestants will be required to select and incorporate one or more “creative elements” provided by VAFF into their films.

Entries will be adjudicated by a panel of local film and television industry professionals. In the past, our judges included Ai Yoshizawa, Director of [All Our Father’s Relations](#), Suzette Laqua, Founder of the [Vancouver Web Fest](#), Robert David Duncan, Founder of the [Miniature Film Festival](#), Leon Ng, Founder and CEO of [LNG Studios](#) and many others. Past MAMM contest winners have had their films included in film festivals and screenings and have benefited from online and television distribution throughout North America.

The top 2 films in both categories (8-minute short and 1-minute ultra-short) as selected by the judging panel, and the winners of the Fan Choice Award in each category, will be announced at the MAMM12 Screening and Awards Gala at Cineplex Odeon International Village on August 27, 2017. They will also be screened at the annual Vancouver Asian Film Festival from November 2-5, 2017 and receive a cash prize, free equipment rental, and other filmmaking incentives and distribution opportunities. With a total of 8 prizes to be awarded, get ready to unleash your inner filmmaker and join us for a night filled with fun, film and friends!

Online registration and information is at <http://vaff.org/annual-events-programs/mamm.php>. Open Canada-wide, the registration fee is \$50 per team for the 8-minute short category and \$10

per team for the 1-minute ultra-short category. Registration is from July 6 - 26, 2017. The 10 day film production/post production is from August 5 - August 15, 2017.

Join us at the upcoming [MAMM12 "Indie Filmmaking Superhero" Workshop and Social](#) on July 11, 2017 at the UBC Learning Exchange (Vancouver Chinatown Area) and you might find a match and assemble a team to enter the Might Asian Moviemaking Marathon contest. The panelists include Jeff Young, Lawyer at [Altman & Company](#), Phil Planta, Producer at [Beyond Redemption 無法回頭](#), Grace Chin, judge of [Crazy8s Film Event](#), [Hot Shot Shorts Contest](#), Jameson Irish Whiskey [#talesbeyondthebar](#) Shorts Contest. Admission to this workshop and social is by donation (suggested amount: \$5) or complimentary if you are registered for MAMM12. Learn more here about [the workshop](#).

Follow the festival as it unfolds at:

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## **ABOUT THE MIGHTY ASIAN MOVIE MAKING MARATHON**

Mighty Asian Moviemaking Marathon (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 in 2004, 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, 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.

## **ABOUT THE VANCOUVER ASIAN FILM FESTIVAL**

The Vancouver Asian Film Festival is the longest running Asian film festival in Canada. Founded by independent filmmaker and writer Barbara K. Lee in 1995 to celebrate diversity in film, the festival has grown to provide an engaging platform for Asian filmmakers to showcase their talents. The VAFF is run by The Vancouver Asian Film Festival Society, a not-for-profit organization comprised of a group of dedicated volunteers. Sponsors and community partners alike also contribute to the success of the organization. Now on its 21<sup>st</sup> year, the event only expects to grow even bigger. Close to 4,000 people are expected to attend the festival.

## **MEDIA CONTACT**

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