



## FOR IMMEDIATE RELEASE

### Diversity in Filmmaking Day

**Vancouver, BC – June 01, 2018** – The Vancouver Asian Film Festival (VAFF) kicks off its Mighty Asian Movie Making Marathon (MAMM) campaign with a special **VAFF Industry Insight Panel Series event, “Diversity in Filmmaking,”** happening on June 16<sup>th</sup>, 2018 from 10am to 5pm at the Joyce Walley Room in the Museum of Vancouver.

MAMM’s new Creative Producers, [Mayumi Yoshida](#) and [Nach Dudsdeemaytha](#), will lead the panel discussions in four workshops that each highlight different areas of film development and production while exploring how people of color are impacting various aspects of filmmaking. The day will be geared toward providing insight and insider perspectives for filmmakers of all backgrounds, as well as those in the industry who aim to work with diverse representation both in front of and behind the camera.

The first panel, *Trust Your Voice*, tackles the challenges that come within the production process including funding strategies, packaging, and getting your voice heard. The panelists for this session include: Producer, director, and actor [Kashif Pasta](#), director [Jason Karman](#), producer [Nicolas Ayerbe Barona](#), and producer [Phil Planta](#).

The second panel, *The Fight for Visibility*, concentrates on casting and representation as we delve into the discussion surrounding visibility. Actors [Crystal Lowe](#) and [Grace Dove](#) are panelists for this session.

The third panel, *Raising the Bar*, discourses what it takes to push boundaries and get noticed. Writing and creating content will be discussed by directing instructor [Joel McCarthy](#), and director [Lawrence Le Lam](#).

The final panel, *Shaping the Conversation*, examines the importance of representation on screen and how media shapes how the audience perceives communities of color. [Craig Takeuchi](#) and [Sabrina Furminger](#) is a panel for this discussion.

The schedule is as follows:

10-10:15am - check in and get seated  
10:15am-11:30am - **PANEL 1: Trust Your Voice**  
11:30am-11:45am - break  
11:45am-1pm - **PANEL 2: The Fight for Visibility**  
1pm-2pm - lunch  
2pm-3:15pm - **PANEL 3: Raising the Bar**  
3:15pm-3:30pm - break  
3:30pm-4:45pm - **PANEL 4: Shaping the Conversation**  
5pm - happy hour drinks at a nearby pub



Tickets are \$10 per session and \$30 for the whole day. You may get your tickets here: [Diversityinfilmmaking.eventbrite.ca](https://www.eventbrite.ca). **Online ticket sales will end at 6pm on Friday, June 15<sup>th</sup>, 2018 and tickets will be available at the door on the day itself depending on capacity.**

### **About the Mighty Asian Movie Making Marathon (MAMM)**

MAMM, now on its 13th year, is the premier short filmmaking competition by the Vancouver Asian Film Festival (VAFF). MAMM offers a platform for filmmakers to showcase their talents to both moviegoers and potential distributors alike. The competition lasts for 10 days wherein contestants use this time to produce their short films. MAMM does not only provide opportunities for filmmakers, but provides great experience throughout the process as well.

### **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. Organizers are expecting close to 4,000 audience members over the four-day festival. Now on its 22nd year, this four day festival incorporates the theme of **INFUSIAN**, which shines a spotlight on individuals and communities who create new art and culture by blending together old and new, East and West, classic and cutting-edge, myriad ways of living and thinking. It also reflects the undeniable hybridity of modern Canada, with varied heritages, histories, and cultures coming together in endless combinations to create a vibrant cross-cultural landscape.

Follow the festival as it unfolds at:  
Facebook/VAFFVancouver  
Twitter/@VAFFVancouver #VAFF2018 #MAMM13  
Instagram/vaffvancouver  
YouTube/VAFFVancouver

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