



## FOR IMMEDIATE RELEASE

**Vancouver, BC – June 09, 2018** – The Vancouver Film Festival (VAFF) is proud to bring back the Mighty Asian Movie Making Marathon (MAMM) for its 13<sup>th</sup> year. The short filmmaking competition is open to participants from all across Canada.

MAMM is Vancouver's only annual short filmmaking competition with a specific focus on diversity. The competition challenges up to 10 teams to pitch, write, shoot, and edit either a 10-minute short film or a 1-minute ultra-short film in 10 days. New to the contest this year, the 1-minute ultra-short category will now accept Virtual Reality (VR) film submissions.

A panel of local film and television industry professionals will judge the entries. 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.

This year, MAMM is proudly bringing on two new creative producers, Mayumi Yoshida and Nach Dudsdeemaytha. Both Mayumi and Nach have extensive knowledge of the film industry and have written, produced, directed and starred in various films and episodic series. Both accomplished filmmakers in their own right, they will be spearheading a day of **Diversity in Filmmaking** workshops under the VAFF Industry Insight Panel series that will focus on different aspects of filmmaking. Furthermore, they will also introduce the new **MAMMentorship** program, a series of workshops that will provide guidance for this year's selected finalists.

The upcoming **Diversity in Filmmaking Day** will happen on June 16, 2018 from 10am-5pm at the Joyce Walley Room at the Museum of Vancouver. Come spend the day as Mayumi and Nach lead 4 panel discussions to explore how people of colour are impacting various aspects of filmmaking and how others can do so as well. Tickets are \$10 per session or \$30 for the whole day. Get your tickets at: [DiversityInFilmmaking.eventbrite.ca](http://DiversityInFilmmaking.eventbrite.ca) Online ticket sales will end at 6pm on Friday, June 15, 2018 and tickets will be available at the door depending on capacity.

As mentioned, we will also be introducing the new **MAMMentorship** program this year on July 24 – August 10, 2018 for teams whose video pitches are selected to advance, featuring one-on-one mentorship between selected teams with industry professionals.

Online registration for and information for MAMM 13 is at <http://vaff.org/mamm13/>. The registration fee is **\$50 per team for the 10-minute short category** and **\$10 per team**

**for the 1 minute ultra-short category. Registration is from June 9 – July 13, 2018.**  
The 10 day film production / post production runs from **August 11 – August 21, 2018.**

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 **MAMM 13 Screening and Awards Gala during early September of 2018.** They will also be screened at the annual Vancouver Asian Film Festival from November 1-4, 2018 and receive a cash prize, free equipment rental, and other filmmaking incentives and distribution opportunities.

### **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:

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