

For immediate release

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### **Early Bird Deadline for Entering Malvern 48-hour FilmFest Challenge**

The Early Bird deadline (31 May) for the Malvern 48-hour FilmFest Challenge is coming up fast now that school holidays are over! “If you are thinking about entering the FilmFest, it’s time to get serious about registration. Not only will your team pay a lower entry fee—\$50 instead of \$75—but it will help to kickstart your resolve to plan for the event”, says Phil Baldwin, Chair of the Malvern Community Arts Council, local sponsor of the competition.

The 48-hour filmmaking event kicks off on Friday evening, 12 July, the middle weekend of school holidays this winter. Entries must be submitted by the 7.30pm deadline on Sunday, 14 July to be eligible for prizes.

“We’ve asked the high schools in Selwyn District and primary schools in the Malvern area to help us promote the FilmFest, particularly because there are prizes for the best primary school and high school entries. When it comes to using technology, young people are adventurous and ambitious, so it was a natural move to encourage their participation”, Mr Baldwin advised.

When the qualifying short films are screened at the Darfield Rec Centre on Saturday, 20 July, prizes will be awarded for Grand Champion, Honourable Mention, Best Director, Best Actor, Best Script, Best Cinematography, Best Editing, Best Sound Track, and best Primary and High school team entries.

“Lining up your filmmaking team is just the beginning, of course. Brushing up on your script-writing skills, checking out the capabilities of your camera or phone’s video capabilities, and practicing with your chosen video editing software are all good ways to prepare for the competition”, Mr Baldwin concluded.

All the details of registration, rules for the competition, the full list of prizes, and FAQs are on the FilmFest web page, [selwyngallery.co.nz/film-fest](http://selwyngallery.co.nz/film-fest).

*For further information please contact Katrina Ellis, MCAC Arts Administrator*

Text: 027 425 7356

E [mcac.arts@gmail.com](mailto:mcac.arts@gmail.com)