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## **MTV World, Asian CineVision and the Asian American Film Lab Launches The 2<sup>nd</sup> Annual 72 Hour Film Shootout**

New York, NY – June 20, 2005 – MTV World, Asian CineVision and the Asian American Film Lab present: The 2<sup>nd</sup> Annual 72 Hour Film Shootout.

The 2<sup>nd</sup> Annual 72 Hour Film Shootout is a national competition where filmmaking teams have 72 hours to write, shoot, edit and produce short digital films up to six minutes on a common theme. This intention of this competition is to give opportunities for Asian Americans to demonstrate their talents, gain exposure in the entertainment industry and to impact the visibility of Asian American stories and character in film and television. A least one key production member and a principal actor from each team must be of Asian descent.

On July 17, 2005 at 8pm the competition theme, "A.K.A" was announced by AAFilmLab President Derek Ting at the Light venue in New York City, attended by over 300 local filmmakers and their supporters. The theme was simultaneously relayed over the internet to out of town competitors. Over 51 registered teams around the nation spent the next three intensive days conceiving and creating their films. 46 teams sent in completed films. The judging of the films is taking place June 27-July 6.

The top winner will get the opportunity to create a MTV World Promo. The top three winners will get a one-on-one pitch session with MTV industry executives. The 15 finalists' films will be screened at the 2005 Asian American International Film Festival. Selected films may be broadcast nationally on the MTV World channels.

Among the Shootout's distinguished judges are Grand Jury members cinematographer Ellen Kuras (*Eternal Sunshine of a Spotless Mind*, *Analyze That*, *Bamboozled*) and media executive Karol Martesko-Fenster, (RES Media Group, Palm Pictures, co-founder of FILMMAKER Magazine, RES Magazine and indieWIRE.com). Marci Phillips (ABC Primetime Casting Director) will be back for her second year to spotlight the competition's best actor and actress.

### **Upcoming Events:**

#### **WRAP PARTY AND AWARDS — Wednesday, July 13, Time to be announced**

MTV Studios

1515 Broadway, NYC (Invite only).

*Shootout winners will be announced. Top five films will be shown. Invited celebrities will be in attendance.*

#### **SCREENING AT ASIAN AMERICAN INTERNATIONAL FILM FESTIVAL—**

**Sunday, July 17, 12:30pm**

Asia Society

725 Park Avenue at 70th Street, NYC

*Top fifteen films screened, filmmakers will be present.*

To cover events and individual filmmaking teams, contact Justin Wan at [Justin@aafilm.com](mailto:Justin@aafilm.com).