

FOR IMMEDIATE RELEASE

**Asian CineVision and the Asian American FilmLab Launch
The 3rd Annual 72 Hour Film Shootout**

New York, NY – Thursday, April 13, 2006– Asian CineVision and the Asian American FilmLab (AAFilmLab) present: The 3rd Annual 72 Hour Film Shootout (The Shootout). The Shootout is a nationwide competition where filmmaking teams have 72 hours to write, shoot, edit and produce short digital films up to six minutes in length and based on a common theme. The intention of this competition is to create opportunities for Asian Americans to demonstrate their talent, gain exposure in the entertainment industry, and impact the visibility of Asian American stories and characters in film and television. At least one key production member and a principal actor from each team must be of Asian descent.

At the 2005 72 Hour Film Shootout competition, the launch party was attended by over 300 local filmmakers and their supporters. Over 51 registered teams around the nation (i.e. CA, NJ, NY, TX) spent the next three days intensively conceiving and creating their films. The top film had the opportunity to create a MTV World Promo. The top three films were awarded a one-on-one pitch session with MTV industry executives for new programming. The 15 finalists' films were screened at the 2006 Asian American International Film Festival, hosted by Asian CineVision, in New York City.

On June 9th, 2006, at 8:00pm, the 3rd Annual 72 Hour Film Shootout will commence. The competition theme will be announced at the New York City launch party and simultaneously relayed over the internet to out of town competitors. This year, The Shootout anticipates 75 to 100 teams with an average of five people per team (a total of 375 to 500 participants). In addition, over 300 attendees are expected at each of The Shootout events (Launch Party, Wrap Party, After Party, Screening) not including the countless numbers of spirited supporters and enthusiasts.

The AAFilmLab is a collaborative of New York based Asian American filmmakers who meet weekly to hone their craft and to share their knowledge, experience and resources. The membership is comprised of professionals, artists, and individuals who all share the common goal of creating Asian American Film. Programming includes filmmaking workshops (i.e. lighting, editing, documentary filmmaking), screenwriting contests, the Asian American Actor Database, short film production and Meet the Filmmaker workshops. The annual 72 Hour Film Shootout is the culmination of their creative efforts. Sponsors and media are invited to participate in this unique and exciting event.

Asian CineVision is a nonprofit media arts organization dedicated to promoting and preserving Asian and Asian American media expressions by helping to develop and support both emerging and experienced Asian American film and video makers and other media artists working in a range of genres and styles. Asian Cinevision also helps to ensure that the full spectrum of Asian and Asian American media works reach diverse audiences in Asian American communities and beyond.

For more information, visit www.aafilmlab.com or www.asiancinevision.org.

To cover events or for sponsorship opportunities contact **Tana Sarnt** at tana@aafilmlab.com.

