

Campus MovieFest and the Academy of Motion Picture Arts and Sciences announce “For the Love of Movies”

University students across the country have the chance to share their passion for movies and win a trip to the 2011 Oscar® Red Carpet Experience

LOS ANGELES – June 21, 2010 – Campus MovieFest (CMF) and the Academy of Motion Picture Arts and Sciences today announced the launch of “For the Love of Movies” short film competition. The category – open to college students around the country as part of Campus MovieFest, the world’s largest student film festival – encourages students to create short movies that describe their love of cinema and the movie-going experience. The submission process will begin in August.

“We’re thrilled to provide this new opportunity for students nationwide to share their love of movies with the Academy and the world,” said David Roemer, co-founder of Campus MovieFest. “We all have stories of nights at the movie theater or of films that changed the way we think, and we’re honored to work with such a prestigious organization to help bridge generations of movie-goers who all have a special place in their hearts for the power of film.”

“The Academy is best known for honoring excellence in filmmaking,” said Academy President Tom Sherak. “But on a daily basis, the Academy is also engaged in a diverse slate of activities that help to encourage and enhance people’s love of movies. This partnership with Campus MovieFest is an exciting opportunity for us to pursue that mission with an even wider audience.”

“For the Love of Movies” was introduced at the CMF International Grand Finale at Wynn Las Vegas by Academy member and Oscar®-winning composer Michael Giacchino (“Up”). Sherak, who was not able to attend the Finale due to his commitments at the Academy’s own Student Academy Awards ceremony on the same day, sent a videotaped greeting to the hundreds of CMF attendees.

Also as part of the CMF Grand Finale Weekend, Giacchino presented a master class and Oscar-winning writer-producer Mark Boal (“The Hurt Locker”) hosted a workshop, both under the auspices of the Academy’s Visiting Artist Program. Dozens of other

filmmakers also participated as part of the educational opportunities for CMF first-time and aspiring filmmakers.

In its tenth year, Campus MovieFest gives college students everything they need – including an Apple laptop and Panasonic HD video camera – to create short movies and share their stories on the big screen. This year, CMF will tour over 50 colleges and universities, giving hundreds of thousands of students an opportunity to share their love of movies in two distinct ways.

First, participants will have a chance to record short interviews about why they love the movies at CMF onsite events during 2010. CMF staff will capture short takes of participants' stories of their favorite movies and the experiences that define their relationship with cinema. Second, students will have an opportunity to create short movies related to their love of film. If created during CMF events, students will be provided all the tools and training all for free. Submissions open in August 2010 at www.campusmoviefest.com/academy.

All submissions to the “For the Love of Movies” category will be screened by a CMF panel, with the winners selected by a panel of industry leaders including representatives of the Academy. Winning student filmmakers will receive access to the 2011 Oscar Red Carpet Experience, international exposure on Oscars.org, and more. In addition, CMF will further help share the excitement of the Academy Awards through on-campus promotions leading up to the 2011 Oscars telecast.

ABOUT CAMPUS MOVIEFEST

Campus MovieFest (CMF), the world's largest student film festival and a premier outlet for the next generation of movie lovers, began ten years ago when four students at Emory University provided fellow students with everything they needed — including Panasonic camcorders and Apple laptops — to make movies in one week. Since then, more than 350,000 students have told their stories on the big screen, receiving all the necessary technology and training for free thanks to participating schools and corporate partners currently led by AT&T. Past winners have walked away with more than \$2 million in prizes and seen their films at CMF events nationwide, at Cannes, at Paramount Studios, and on millions of smaller screens – including AT&T mobile devices, in-flight on Virgin America, and online.

ABOUT THE ACADEMY

The Academy of Motion Picture Arts and Sciences is the world's preeminent movie-related organization, with a membership of more than 6,000 of the most accomplished men and women working in cinema. In addition to the annual Academy Awards—in which the members vote to select the nominees and winners—the Academy presents a diverse year-round slate of public programs, exhibitions and events; provides financial support to a wide range of other movie-related organizations and endeavors; acts as a neutral advocate in the advancement of motion picture technology; and, through its Margaret Herrick Library and Academy Film Archive, collects, preserves, restores and provides access to movies and items related to their history. Through these and other activities the Academy serves students, historians, the entertainment industry and people everywhere who love movies