

Campus MovieFest announces the tenth anniversary of its student filmmaking tour featuring partnerships with The Academy of Motion Picture Arts & Sciences, the Arnold Sports Festival, the Elfenworks Foundation, and more

The world's largest student film festival offers movie-making opportunities to over a million college students in the US, Mexico, and beyond

ATLANTA – AUGUST 23, 2010. Campus MovieFest (CMF) the world's largest student film festival, announces the launch of its 2010-2011 World Tour, the tenth year of its student filmmaking events. Campus MovieFest gives students across the world everything they need to create original short movies all for free. Students compete for cash and other prizes totaling over \$300,000, with the top films also earning exposure in-flight on Virgin America, at the Cannes Film Festival Short Film Corner, and beyond.

This year, CMF will tour more than 60 college and universities worldwide, including a new tour of events in Mexico. Thousands of student teams from participating colleges and universities are equipped for a week with Panasonic HD cameras along with Apple laptops loaded with iLife and Final Cut Studio editing software. For the first time, hundreds of thousands of students across the world will also have the opportunity to submit short films to CMF's new online competitions at www.campusmoviefest.com.

"We started Campus MovieFest as students ten years ago, and now 350,000 student participants later, we're about to celebrate the best CMF year yet by offering unforgettable movie-making opportunities for students everywhere. We're thrilled to announce a number of partnerships this year that will provide students with amazing exposure and opportunities," said David Roemer, Co-founder and CEO of Ideas United, which runs Campus MovieFest.

Through a partnership with the Academy of Motion Picture Arts and Sciences, CMF winners will be headed to the Oscars® Red Carpet as part of the "For the Love of Movies" category. "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."

Campus MovieFest also announced a new partnership with the Arnold Sports Festival to create the first Arnold Sports Film Festival (ASFF). ASFF is seeking out world-class films about individual achievement in sports. Winners compete for a chance to win a trip to a movie set with Arnold Schwarzenegger, cash, and other prizes. "Arnold and I welcome this opportunity to join in partnership with the highly successful Campus MovieFest team," said Jim Lorimer, co-promoter of the Arnold Sports Festival. "The CMF program focus has been on affording students throughout the nation the chance to compete as film producers and directors. This goal fits perfectly with our youth-oriented Arnold Sports Festival program."

Participants will also have the opportunity to win \$20,000 in cash grants from the Elfenworks Foundation for films that address domestic inequality, hunger, homelessness, access to medical care, and other social justice-related issues.

In June, CMF will highlight the best movies from the 2010-2011 World Tour at its International Grand Finale, which will feature workshops, guest presenters, industry luminaries, and a gala awards ceremony. Presenters at last year's events included Garth Brooks, Brett Ratner, Patton Oswalt, Academy Visiting Artists Mark Boal and Michael Giacchino, and dozens more.

For more information on the Campus MovieFest 2010-2011 World Tour, including participating schools, the tour schedule, and updated lists of prizes, or to see over ten thousand short films, visit campusmoviefest.com.

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. 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.