



NEWS RELEASE

For Immediate Release

August 9th, 2012

'LA-INDIA CONNECT' SHORT FILM COMPETITION

DEADLINE EXTENDED TO AUGUST 31, 2012

Mumbai: The LA India Film Council (a Joint Declaration between the City of Los Angeles and the Indian Film Industry), has extended the deadline for film submissions from **14th August, 2012 to 31st August, 2012.**

"LA - India Connect" will provide an opportunity to students to showcase their imagination, vision and story-telling ability by making a short film based on the 'Hollywood – Bollywood' theme. Participants will be judged on their ability to create a film that bypasses geographical boundaries and appeals to audiences everywhere. Films must be no more than ten minutes duration.

The winners of the competition, from India and Los Angeles, will each receive a cash prize of USD\$1,000 and an opportunity to gain experience with a leading production company.

The short film entries will be made available to view via the website: www.1takecontests.com. Viewers will be able to vote for their favourite film, and the winning film will receive the "Most Popular Film Award".

Additionally, every participant will get an opportunity to generate revenue from their film through *Pocket Films*, a short film division of *1takemedia.com*, India's leading aggregator and distributor of alternate content.

The competition will be judged by a jury of high-profile film industry representatives from Los Angeles and India, including Shekhar Kapur, Rakeysh Omprakash Mehra, Mahesh Bhatt, Nagesh Kukunoor, D.J Narain - Director, Film and Television Institute of India (FTII), Ravi Gupta -Dean, Whistling Woods International (WWI), D. Suresh Babu- President, Andhra Pradesh Film Chamber of Commerce, Dean Teri Schwartz - UCLA School of Theater, Film and Television and Steve Weinstein - President & CEO, MovieLabs.

Saameer Mody, Managing Director, Pocket Films, a division of 1TakeMedia Pvt. Ltd. said, "We have been receiving regular requests from students to extend the last date for submission. Since the contest is for their benefit we have decided to extend the contest to August 31st, 2012."

Application Details:

- Open only to film and media students in Los Angeles and India
- No participation fee
- Submissions open from: 2nd July 2012
- Late date for entries: 31st August 2012
- For details and entry forms: Visit: www.1takecontests.com
- Call: +91-022-26249185
- Email: info@pocketfilms.in
- Visit www.laindiafilmcouncil.org or www.facebook.com/laindiafilmcouncil for more details on the Council

About the Los Angeles India Film Council:

Established in November of 2010 by a Joint Declaration between the City of Los Angeles and the Indian Film Industry, the Los Angeles India Film Council was formed to facilitate and strengthen motion picture production, distribution, technology, content protection, and commercial cooperation between the two communities. The current Governing council members are: Film Federation Of India, Film and Television Producers Guild of India, National Film Development Corporation, Federation of Indian Chambers of Commerce and Industry, AP Film Chambers, California Film Commission, Office of the Mayor of the City of Los Angeles, MovieLabs, Technicolor India, DQ Entertainment, Reliance MediaWorks, Prime Focus, Peter Law Group, Whistling Woods International, Film and Television Institute of India, University of Southern California- School of Cinematic Arts, UCLA School of Theater, Film and Television and Motion Picture Dist. Association (India) Pvt. Ltd. For more information, visit: www.laindiafilmcouncil.org

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