



Local Film Festival Offers \$1000 Grand Prize!

Feb 22, 2016 - CJ Cochrane presents the 4th annual MyView Youth Film Festival and this year it's open to all youth ages 10-21 in Eastern Ontario (see www.myviewfilmfest.ca for list of eligible counties)!

Young people of Eastern Ontario are encouraged to pick up their phones, tablets or even (gasp) an actual camera and make a film that **celebrates something** in their life or community; **shows a solution** to a problem or **showcases their opinion!** Thanks to Grand Prize Sponsor CJ Cochrane and to TV Cogeco for the chance to win great prizes in the following categories:

- Best in Age Categories (10-13; 14-17; 18-21)
- Best Music Video (original music only)
- Best Overall Film

Our sponsors and partners are providing some additional unique prizes as well! The winner for the Best Music Video category will get a professional music video produced by our partners (Derrick Casselman from Upper Canada TV, CJ Cochrane from Video Productions, and John Barclay from Triune Productions)! All participants of the free production workshops are also entered into a draw for a mentorship opportunity with professional producers.

One thing that hasn't changed is the emphasis on the 'message' of the films. Judging criteria heavily favours the content of the films over the production elements. Hopefully this encourages novices to participate and share their stories.

In partnership with Love My Life...Tobacco Free and in light of the World Health Organization's (WHO) recent announcement regarding the impact of tobacco use in movies, MyView is adopting a Tobacco Free Policy. The WHO has measured the effect, and concluded that teens exposed to frequent tobacco use imagery are much more likely to try tobacco. "It was an easy decision for us because we are so 'youth-focused'. We want to engage youth in using the medium of film to express themselves in an environment that's free from any negative influences like tobacco", says Rebecca Shams, Health Promoter and MyView committee member.

For more information on contest rules, eligibility, judging criteria, details on our new Tobacco-Free Policy, or booking a free production workshop, visit our website at www.myviewfilmfest.ca or email info@myviewfilmfest.ca

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