

# TROPFEST

## NEW YORK 2012

THE WORLD'S LARGEST SHORT FILM FESTIVAL

**FOR IMMEDIATE RELEASE**

### **WORLD'S LARGEST SHORT FILM FESTIVAL CALLS FOR ENTRIES FOR *TROPFEST NEW YORK***

**First Prize is \$20,000 CASH**

**Tropfest New York main event to take place at Bryant Park on June 23, 2012**

**New York, NY – January 4, 2012 – Tropfest**, the world's largest short film festival, today announced it is calling for entries for *Tropfest New York*, which will take place at Manhattan's Bryant Park on June 23rd. Emerging American filmmakers – and others - have the opportunity to take part in this global phenomenon and see their short film screened in front of a massive live and online audience, and judged by an industry and celebrity panel for a chance to win \$20,000 cash and other prizes. The announcement was made today by Tropfest Founder and Director, John Polson.

Founded 20 years ago in Sydney, Australia, Tropfest is supported by some of the biggest stars in the international film community and has received thousands of submissions for its film festivals in Australia and the recently launched Tropfest Arabia in Abu Dhabi. Filmmakers of all backgrounds, regardless of their experience level or production budget, are invited to grab a camera, start shooting and tell their story through film. Notably, some of Tropfest's biggest winners cost as little as a few dollars and were shot on mobile phones.

John Polson commented "We are excited to be fostering filmmaker talent by taking this global phenomenon to emerging filmmakers across America and providing them with the groundbreaking opportunity to showcase their skills in front of such a large audience. Anyone looking for a platform to be creative, regardless of production budget, should enter Tropfest New York"

Tropfest New York Ambassadors include: Hugh Jackman, Russell Crowe, Nicole Kidman, Anthony Lapaglia, Liev Schreiber, Geoffrey Rush and Charles Randolph.

Dozens of successful directors, writers, actors and others got their start at Tropfest. Festival alumni include: Sam Worthington (*Avatar, Last Night*); Joel Edgerton (*The Great Gatsby, Warrior, Animal Kingdom*); Alister Grierson (director of the James Cameron-produced *Sanctum*); and Tony Rogers, whose Tropfest short, *Wilfred*, was the origin of the popular U.S. TV series of the same name starring Elijah Wood.

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There are a few simple guidelines Tropfest entrants must follow: all short films must be produced specifically for the event and have their premiere at *Tropfest New York*; films cannot exceed seven minutes, including titles and credits; and each film must contain the Tropfest Signature Item (TSI), which changes each year. For the inaugural *Tropfest New York*, the chosen TSI is a staple of New York culinary culture, the “Bagel”. In Tropfest tradition, filmmakers can include the “Bagel” in their films in any manner they choose.

The *Tropfest New York* main event will be open to the public, free of charge. It will take place on Saturday June 23, 2012 at New York City’s Bryant Park, located in midtown on Sixth Avenue between West 40<sup>th</sup> and West 42<sup>nd</sup> Street. An industry and celebrity panel will judge the selected finalists live, under the stars. During the final awards ceremony, the panel will announce the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners as well as awards for Best Actor and Best Actress and a People’s Choice award. Previous Tropfest judges have included some of the biggest names in the international film community

In addition to the short film competition that serves as the centerpiece for the 3 day-long event, other ticketed festivities will include musical performances and a filmmaker symposium.

For more information about entering Tropfest New York, please visit: [www.tropfest.com/newyork](http://www.tropfest.com/newyork)

### About Tropfest

Tropfest began in a Sydney café almost 20 years ago with an audience of 200 people. In 2011, the Australian event was the most successful festival to date, with live audiences of over 150,000 and hundreds of thousands more watching via its national TV broadcast and other platforms. On November 4<sup>th</sup> last year, the inaugural Tropfest Arabia took place in front of a capacity crowd of 12,000 people outdoors in Abu Dhabi, United Arab Emirates. Submissions were received from 33 Middle Eastern and North African countries.

The Tropfest YouTube Channel has had over 10 million video views, with around 40% of those coming from the United States. It provides film enthusiasts the chance to watch the top films from past festivals at: <http://www.youtube.com/tropfest>.

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