



## FOR IMMEDIATE RELEASE

### St. John's film festival launches RBC Michelle Jackson Emerging Filmmaker Award

**St. John's, April 29, 2010**—The St. John's International Women's Film Festival announces the call for submissions for the inaugural RBC Michelle Jackson Emerging Filmmaker Award. In January 2008, filmmaker Michelle Jackson contracted viral myocarditis and died suddenly and unexpectedly. It was an event that shocked the film community here and abroad. In those early days of trying to comprehend Michelle's loss, Noreen Golfman, Chair of the St. John's International Women's Film Festival, with the encouragement of the Panting and Jackson families, initiated the Michelle Jackson Emerging Filmmaker Fund. Since its formation, the fund has raised several thousand dollars for the trust and has amassed a number of sponsors for the annual award.

This award is open to emerging female directors living in Newfoundland and Labrador. It will provide services and cash to create a six-minute film. The final film will be premiered at the next St. John's International Women's Film Festival (October 26-30, 2010).

The Award Committee, comprising just a few of Michelle's many friends, has worked to make this award significant. The successful candidate will receive:

- \$5,000 cash award courtesy of the **RBC Foundation**
- \$4,000 cash award courtesy of **CBC St. John's**
- \$10,000 in-kind equipment from **PS Atlantic**
- \$5,000 in-kind post production services from the **Newfoundland Independent Filmmakers Cooperative**
- Buy 1 get 2 free, either 16mm or 35mm film stock from **Kodak Canada Inc.**
- Production and Post services for a 6-minute film from **Deluxe Toronto** (no limit)
- Short Shoot Insurance coverage from **Fraser & Hoyt Insurance**
- Script consultation with **Gail Collins**
- \$1,250 cash, \$500 legal services and congratulatory luncheon courtesy of **Stewart McKelvey**
- \$1,500 cash from the **Newfoundland Labrador Film Development Corporation**
- \$1,000 cash from **Power Post Limited**
- \$500 cash from the **Michelle Jackson Emerging Filmmaker Fund**
- \$500 cash from the **St. John's International Women's Film Festival**
- 2 Festival passes from the **Atlantic Film Festival**

Complete Award guidelines and application forms are available on the St. John's International Women's Film Festival website ([www.womensfilmfestival.com/mj\\_award.php](http://www.womensfilmfestival.com/mj_award.php)). The application deadline is **Friday, May 14<sup>th</sup>**, with the announcement of the successful candidate on **May 31<sup>st</sup>**. The RBC Michelle Jackson Emerging Filmmaker Award commemorates Jackson's contribution to young filmmakers and pays tribute to her as an emerging artist.

The Women's Film Festival sincerely thanks the Award's generous donors, including the **RBC Foundation's** donation of an additional \$2,500 to go towards administration of the Award.

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