

FOR IMMEDIATE RELEASE

MEDIA THAT MATTERS AWARDS ANNOUNCED FOR SIXTEEN SOCIAL-ISSUE FILMS

Contact:

Enrico Cullen, Arts Engine, 646-230-6368, x219, enrico@artsengine.net

NEW YORK, NY (March 22, 2007)—The seventh annual Media That Matters Film Festival has selected the winners of sixteen social-issue awards. Media That Matters celebrates the courage and tenacity of social-issue filmmakers who tackle sustainability, immigration, war, peace and many other issues. Last year well over 500,000 people watched the Media That Matters Film Festival online, in schools, in communities and in their homes. Sixteen short films on sixteen social issues caught people’s attention all year. Today, sixteen new Media That Matters films will begin to grab the world’s attention, inspiring discussion and action.

THE WINNING FILMS

In Egypt, 60,000 recycling entrepreneurs re-use nearly everything. Zaballeen, as they call themselves, run what may be the most efficient recycling system in the world. The film *Garbage Dreams* (8 minutes) follows the Zaballeen as they fight for their jobs in the face of Cairo’s modernizing disposal system. They travel to Wales to learn more about modern systems and end up teaching the Welsh a thing or two about reusability.

In *Still Standing* (5 minutes), Ms. Gertrude, a New Orleanian and determined grandmother, travels regularly from temporary housing in Houston, Texas, to what remains of her home in New Orleans. *Still Standing* reminds us all of New Orleans deep disrepair.

A thirteen-year-old Colombian and aspiring rap star named Andres Tabares tells us about the rebels who forced his family to leave their home. *Rapping at Fear* (6:44 minutes) is Andres’ testimony against the violence of these “social cleansing” gangs.

Massacre at Murambi (5 minutes) asks the question, “Does the way we respond to the genocide in Rwanda tell us about who are as members of the ‘Global Village’ and predict our response to Darfur?” Our borders seem to be a constant source of controversy. In *Rights on the Line: Vigilantes at the Border* (3:55 minutes), we experience a close-up look at vigilantes as they enact their nighttime patrols.

[Descriptions of all sixteen winners are attached at the end of this release.]

MORE

ABOUT THE MEDIA THAT MATTERS FILM FESTIVAL

Now moving into its seventh year, the Media That Matters Film Festival is an interactive, yearlong celebration of short, high impact films on immigration, global warming, free trade, gay rights, sustainable agriculture and many other pressing social issues. During its highly successful six-year history, Media That Matters has presented films that have gone on to catalyze national legislation, change corporate hiring practices, spur social action and inspire new filmmaking.

The sixteen winning Media That Matters films will be celebrated with a **premiere at IFC Center in Greenwich Village on May 30th and an awards ceremony at HBO's midtown headquarters on May 31st**. Past awards ceremonies have included presentations by **Tim Robbins, Al Franken, Chuck D, Woody Harrelson**, Academy Award winner Barbara Kopple, legendary filmmaker Al Maysles, Reiko Aylesworth of 24, Arrested Development's David Cross, and Air America's Sam Seder.

As with each previous year, these new Media That Matters films will stream online at **www.mediathatmattersfest.org** starting on June 1st, 2007. The site provides high quality video feeds, "take action links," and viewer forums on social issues. The films will then embark on a tour of 100+ locations across the United States and around the world. With nationwide distribution through Netflix, "do-it-yourself" screenings all over the country, and a high impact outreach campaign, Media That Matters is set to inspire hundreds of thousands of students, teachers, filmmakers, social activists and just about anyone to take action.

ABOUT ARTS ENGINE

Arts Engine supports, produces, and distributes independent media of consequence and promotes the use of independent media by advocates, educators and the general public. By fostering the production and use of independent film, video and new media, Arts Engine connects media makers and active audiences in order to spur critical consideration of pressing social issues. Arts Engine produces the Media That Matters Film Festival.

www.mediathatmattersfest.org

www.artsengine.net

SPONSORS OF THE FESTIVAL

Adobe Systems

Green Mountain Coffee Roasters Foundation

Service Employees International Union (SEIU)

Netflix

The Small Planet Fund

The Kellogg Foundation

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SEVENTH ANNUAL MEDIA THAT MATTERS WINNERS

GARBAGE DREAMS

Egypt | 2006 | 8:00 | Documentary | Produced & Directed by Mai Iskander
As multinational corporations focus their sights on Cairo's recycling industry, the city's local workers fight for survival.

RAPPING AT FEAR

Colombia | 2006 | 6:44 | Documentary | Directed by Andrés Tabares, Produced by Listen Up! & Polimorfo
In Andrés Tabares' barrio in Colombia, "social cleansing" groups wage war. When this thirteen-year-old raps against violence, people listen.

STILL STANDING

USA | 2006 | 7:44 | Documentary | Directed & Produced by EVC Yo-TV
Ms. Gertrude returns to what remains of her New Orleans home and fights to rebuild what she can in the wake of Hurricane Katrina.

THE APOLLOS

USA | 2006 | 6:00 | Documentary | Directed by Nick Parker & Jazmin Jones, Produced by BAVC
Meet the trailblazing students who, over twenty years ago, fought to make Martin Luther King Jr. Day a national holiday.

SOVEREIGN NATION / SOVEREIGN NEIGHBOR

USA | 2006 | 7:00 | Documentary | Directed & Produced by Kendall Moore
The Narragansett tribe defends its sovereignty only to encounter violent resistance and entrenched misunderstanding from their home state of Rhode Island.

RIGHTS ON THE LINE: VIGILANTES AT THE BORDER

USA | 2005 | 3:55 | Documentary | Produced by American Friends Service Committee, ACLU and WITNESS
What happens when people cross the line? Vigilantes take the law into their own hands on the U.S.-Mexican border.

POWER UP

Australia | 2006 | 1:39 | Animation | Directed & Produced by Sverre Fredriksen
"Bomber Man" strikes again! Who will stop him this time?

MASSACRE AT MURAMBI

France | 2007 | 5:00 | Documentary | Directed & Produced by Sam Kauffmann
Does the way we respond to the genocide in Rwanda predict our response to Darfur?

HONORABLE MENTION: OUTLAWED: EXTRAORDINARY RENDITION, TORTURE AND DISAPPEARANCES IN THE "WAR ON TERROR"

USA | 2006 | 8:00 | Documentary | Produced by WITNESS in association with fourteen other human rights groups worldwide
Are there any limits to injustice when innocent people are taken into custody in the name of Freedom?

BY-STANDING: THE BEGINNING OF AN AMERICAN LIFETIME

USA | 2006 | 5:00 | Documentary | Directed by Karen Lin, Produced by Karin Chien
Kelly Tsai speaks truth to power as she raises her voice against war and complacency.

GRACE

USA | 2006 | 3:12 | Animation | Directed & Produced by Kathleen Hulka
Three women's lives share an unwanted and violent thread.

I'M NOT A BOY

USA | 2006 | 6:10 | Documentary | Directed by Julie Joyce, Produced by Listen Up! & Frame by Frame Fierce
Julie Joyce is not a boy. As a transgendered youth, she just wants what all young people want—to have a positive space to live and grow.

ASHRAY

USA | 2006 | 6:00 | Documentary | Directed & Produced by Ambika Samarthya
Affected or infected, the children of Ashray, Bombay live together as one family, despite their HIV status.

TYTTONEN

Germany | 2006 | 5:03 | Narrative | Directed by Fabian Giessler, Produced by Mika Pettissalo
Trapped by time and age, a woman searches for freedom in her childhood memories.

THE FINAL FRONTIER: EXPLORERS OR WARRIORS?

USA | 2006 | 8:00 | Documentary | Directed & Produced by Trace Gaynor & Stephen Sotor
Two teens from Chicago ask senators, scientists and science fiction fans: Could space be the new battleground where countries will wage war?

SUPERSTAR

USA | 2006 | 6:15 | Documentary | Directed by Naiquan Greene, Produced by Reel Works Teen Filmmaking
With the support and guidance of his family, nothing will stop Naiquan from becoming a superstar.

THE FARM SANCTUARY

USA | 2006 | 5:31 | Documentary | Directed & Produced by Fly Up Media & the Students of Saint Ignatius
Fifth graders from the Bronx go upstate to meet rescued farm animals and try out veganism, at least for the weekend.

END