

## TIFFxINSTAGRAM SHORTS FESTIVAL JURY UNVEILED

*Share Her Journey Prize new for 2018*



Photo credit: TIFF

**TORONTO** — The **TIFFxInstagram Shorts Festival** is back for a third year, and it's better than ever. Launched in 2016, TIFF's tiniest film festival was created in partnership with Instagram to discover and celebrate emerging, diverse, and creative voices from the global film community. This year, the TIFFxInstagram Shorts Festival is committed to meeting gender parity within its final selection. In line with this objective, TIFF is delighted to announce the addition of the new **Share Her Journey Prize**.

TIFF's **Share Her Journey** campaign is a five-year commitment to championing women, both in front of and behind the camera, by investing in their skill development. The TIFFxInstagram Shorts Festival is supporting this initiative by enlisting an all-woman jury made up of some of the industry's most creative, knowledgeable, and experienced experts.

This year's jury features award-winning UK writer, director, and Share Her Journey Ambassador **Amma Asante** ([@iammasante](#)); leading arts-marketing guru and *#oscarsowhite* creator **April Reign** ([@reignofapril](#)); TCM and FilmStruck host, author **Alicia Malone** ([@aliciamalone](#)), rapper, comedian, and *Ocean's 8* star **Awkwafina** ([@awkwafina](#)), and activist, artist, and actor **Sarain Fox** ([@sarainfox](#)).

Since the launch of TIFFxInstagram Shorts Film Festival, jury members have included Isabelle Huppert, Lake Bell, Ava DuVernay, Xavier Dolan, Ashton Sanders, Director X, and Priyanka Chopra. The Share Her Journey Prize recipient will be selected by Amma Asante. Eligibility for the prize is based solely on a film's direction by an individual who identifies as a woman. Additional jury members will be revealed in the coming weeks.

"In many ways, the TIFFxInstagram Shorts Festival is reflective of the ever-evolving nature of storytelling and digital media. The film industry is going through a period of change, and the addition of the new Share Her Journey Prize reinforces our commitment to achieving gender parity," said Malcolm Gilderdale, Director of Content, Creative, and Digital at TIFF. "With the support of our amazing

TIFF is a charitable organization with a mission to transform the way people see the world through film.



partners at Instagram and the generous participation of our jury, we are grateful to have the opportunity to champion the brilliant work that we know will be presented during this year's edition of the TIFFxInstagram Shorts Festival."

Last year saw entrants from regions all over the world — including submissions from America, Europe, Asia, and Africa — whose films reached more than 64 million users on the social platform. The 2017 TIFFxInstagram Shorts Festival featured the Fan Favourite Award winner, Canadian-born, Paris-based filmmaker Justin Wu for [Overtime](#), and Jury's Choice Award winner [Confession](#), by Russia's Natalia Gurkina. In early 2018, the TIFFxInstagram Shorts Festival was nominated for a Webby Award in the category of Social: Promotions & Contests.

"We're thrilled to once again collaborate with TIFF to celebrate the craft of short filmmaking through the TIFFxInstagram Shorts Festival." said Claudine Cazian, Head of Entertainment Partnerships at Instagram. "More than 800 million people come to Instagram to engage with a positive, highly engaged community where they can express their creativity around shared interests. The TIFFxInstagram Shorts Festival is just another way in which creators can showcase their inspiring work and connect with new fans all over the world."

To enter, filmmakers may submit a 60-second-or-less film on Instagram using the hashtag #TIFFxInstagram and complete the submission form at [tiff.net/shortsfestival](http://tiff.net/shortsfestival). The deadline for submissions is June 18. Entries must be submitted from a public Instagram account that must remain open until August 21. Winners will receive a round-trip flight to Toronto and three nights' accommodation to attend the Toronto International Film Festival this September, and get a chance to network with the film community at the popular Industry Conference and see a selection of exciting film premieres. The winning short films will also be showcased on TIFF and Instagram's digital channels.

### About TIFF

TIFF is a charitable cultural organization whose mission is to transform the way people see the world through film. An international leader in film culture, TIFF projects include the annual Toronto International Film Festival in September; TIFF Bell Lightbox, which features five cinemas, major exhibitions, and learning and entertainment facilities; and innovative national distribution program Film Circuit. The organization generates an annual economic impact of \$189 million CAD. TIFF Bell Lightbox is generously supported by contributors including Founding Sponsor Bell, the Government of Canada, the Government of Ontario, the City of Toronto, the Reitman family (Ivan Reitman, Agi Mandel and Susan Michaels), The Daniels Corporation and RBC. For more information, visit [tiff.net](http://tiff.net).

### About Instagram

[Instagram Press Room](#)

### Social Media:

@TIFF\_NET

Facebook.com/TIFF

#TIFFxInstagram

**The Toronto International Film Festival is generously supported by Lead Sponsor Bell, Major Sponsors RBC, L'Oréal Paris and Visa, and Major Supporters the Government of Ontario, Telefilm Canada and the City of Toronto.**

-30-

For information, contact the Communications Department at 416.934.3200 or email [proffice@tiff.net](mailto:proffice@tiff.net).

TIFF is a charitable organization with a mission to transform the way people see the world through film.