



News Release

Oct. 1, 2014

Rochester welcomes a new film festival focused on environmental perspectives — the Fast Forward Film Festival

Submissions open to all ages, with cash prizes and screenings at Little and Dryden

ROCHESTER, N.Y. — Rochester welcomes a new film festival in spring 2015 focused on showcasing new environmental perspectives. The Fast Forward Film Festival invites amateur and professional filmmakers from the Rochester and Finger Lakes region to submit short films of five minutes or less beginning Wednesday, Oct. 8. Submissions are open to all ages, and winners will be awarded cash prizes. Select films will be screened at the Little and Dryden theaters to kick off Earth Week on April 17 and 18, 2015.

“Fast Forward Film Festival is an incubator for innovative thinking and artistic expression, and encourages films that tap into the local experience and compel audiences to engage with the community while raising environmental awareness,” said Dr. Andrew Stern, executive director of the Fast Forward Film Festival. “Embracing the short-film format, the festival challenges filmmakers to utilize the power of visual storytelling to convey the urgency of environmental issues.”

The festival is an initiative of the non-profit organization The Lost Bird Project, for which Stern serves as executive director, that is dedicated to connecting people more deeply with the earth through art. It will be the first film festival of its kind for the Rochester area, in terms of merging environmental awareness through art and the inclusion of filmmakers of all ages and experiences who reside in the greater Rochester region. Also unique to the festival are the more than 40 organizations that have signed on as Friends of the Festival, a growing network of local organizations at the ready to offer advice, insight, and resources to filmmakers, such as the use of loaned film equipment via the Monroe County Library System and location and crew information via the Rochester/Finger Lakes Film & Video Office.

The festival’s presenting sponsors are Rochester Institute of Technology, NYS Pollution Prevention Institute, Little Theatre, WXXI, and George Eastman House.

Submissions and Categories

There is no entry fee. Entries must be submitted via the Fast Forward website — FastForwardROC.org — beginning at 8 a.m. Oct. 8, 2014 through 11:59 p.m. Feb. 27, 2015. Final selections will be announced in early April 2015. Awards of \$1,000 will be given to filmmakers for films that win one of three categories:

- Most inspiring, compelling, and engaging
- Most unique perspective
- Strongest call to action.

Awards of \$250 will also be given to Honorable Mentions in each of these three categories.

Panel of Jurists

The selections will be reviewed by an esteemed panel of jurists:

- Enid Cardinal, RIT's Senior Sustainability Advisor to the President
- Deborah Dickson, filmmaker and three-time Academy Award nominee
- Jack Garner, acclaimed film critic and author
- Todd McGrain, filmmaker, artist, and 2014 recipient of the Audubon Award for Art Inspiring Conservation

Attention Media

A digital press kit featuring images and detailed information is online at FastForwardROC.org. (after the press announcement 9:30 a.m. Wednesday, Oct. 1).

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