



THE BANFF CENTRE

MEDIA RELEASE

Box 1020, 107 Tunnel Mountain Drive
Banff, Alberta, Canada, T1L 1H5
communications@banffcentre.ca
www.banffcentre.ca

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Banff Mountain Film Festival Seeks Films that Celebrate Mountain Adventures

Over 2,400 filmmakers can't be wrong. That's how many filmmakers have entered the Banff Mountain Film Festival competition over the past 27 years. The festival is soliciting film and video entries on mountain and adventure subjects for the 2002 competition. The deadline for entries is September 3rd, 2002.

An international jury will choose winners in six categories including Grand Prize, Alpine Club of Canada Best Film on Climbing, Best Film on Mountain Sports, Best Film on Mountain Environment, Best Film on Mountain Culture, Best Short Mountain Film (15 minutes or less), and Best Feature - length Mountain Fiction Film. An audience of more than 5,500 will select the winner of the People's Choice Award. \$18,000 CAN in prize money is offered.

After 27 years, the Banff Mountain Film Festival has a proven track record as the world's largest and most prestigious mountain film festival. *Outside* magazine calls The Banff Mountain Film Festival "North America's premiere showcase of adventure documentaries". The festival is presented by National Geographic and Eagle Creek Travel Gear and will be held November 1-3, 2002 at The Banff Centre.

This year, as part of the International Year of Mountains, The Banff Mountain Film and Book Festivals and The Banff Mountain Summit will attract an estimated audience of 12,000 to the breathtaking town of Banff, situated in the Canadian Rockies. The films entered have an opportunity to tour worldwide, to an audience of over 100,000 in more than 30 countries, through the Banff Mountain Film Festival World Tour.

Filmmaker Says If You're Not In Banff, You're Not In The Game

According to Dan Austin, director/producer, *True Fans*, winner of the 1999 People's Choice Award, the Banff Mountain Film Festival is the place to be. "Banff has the clout, the reputation, and the firepower to do a lot of good for an adventure film and I felt it would be the best possible place to gain exposure for my piece and launch my career. I was right."

Randy Waldschmidt, Resident Films agrees. "The Banff Mountain Film Festival has an abundant amount of opportunities for filmmakers, If you're not at Banff, you're not in the game."

In addition to continuous film and video screenings, the festival also features internationally renowned speakers, an adventure trade fair, a mountain art and craft sale, and a climbing wall.

"Our vision is to bring the power of mountain experiences alive for audiences around the world," says Bernadette McDonald, director of Mountain Culture at The Banff Centre, which organizes the event.

Mountain Culture at The Banff Centre promotes understanding and appreciation of the world's mountain places by creating opportunities for the international mountain community to share experiences, ideas, and visions.

More information about the film entry procedures and regulations and online entry forms can be accessed online at: www.banffmountainfestivals.ca or through:

Banff Mountain Film Festivals
Box 1020, Station 38
Banff, Alberta, Canada T1L 1H5
E-mail: Banffmountainfestivals.ca
web: www.banffmountainfestivals.ca
1-800-229-1229

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Media Contact:
Sharlene Mentanko
Marketing Coordinator, Mountain Culture, The Banff Centre
Sharlene_mentanko@banffcentre.ca
Ph: 403-762-6458
Fax: 403-762-6277

***The Banff Mountain Film Festival is presented by
Eagle Creek Travel Gear and National Geographic,
sponsored by Patagonia, Air Canada, Dunham Bootmakers, Chevy Avalanche,
and eVENT Fabrics, with assistance from Lake Louise Ski Area, and Petzl.***