

FOR IMMEDIATE RELEASE

**BERJAYA CORPORATION LAUNCHES
BERJAYA YOUTH SHORT FILM COMPETITION**

Kuala Lumpur - Berjaya Corporation Berhad has launched a youth campaign, the “**Berjaya Youth Short Film Competition**”, to create a platform for Malaysian youth, aged 18-25, to share their inspiring stories through film. Entries for this competition must touch upon one of three themes, namely *Inspire, Make a Difference* and *Loving Earth*.

The competition, a Corporate Social Responsibility project initiated by the Berjaya Cares Foundation, is aimed at engaging with Malaysian youth and providing them a channel to promote positive messages and share positive experiences.

Three local film producers, Afdlin Shauki, Ah Niu and Gayatri Pillai, will select 10 short films from amongst all the entries. These 10 films will then be posted onto the official website www.berjayayouth.com for members of the public to vote online for the top five entries.

The total value of prizes to be won exceeds RM85,000.00 with the Grand Prize being RM40,000.00 in cash and a Canon 5D MKII (Body) camera worth RM8,099.00.

Explaining the rationale behind the project, Berjaya Corporation Berhad’s Chief Executive Officer, Dato’ Robin Tan said, “Young minds are often easily affected by what they are exposed to. Given the amount of time young people spend surfing the Internet, we thought the best way to reach our Malaysian youth was to go online. Hence, we came up with the idea of running a short film competition online which gives an opportunity to our youth to express themselves and show their creativity through films. More importantly, we hope this competition will encourage our youth to spend time thinking about positive values and positive aspects of their lives.”

Entries can be submitted starting from 27 July 2011 until the closing date of 29 September 2011. For more information on submission and rules of the competition, please visit www.berjayayouth.com.

(Encl : FAQs on the Berjaya Youth Short Film Competition 2011)

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