



**FOR IMMEDIATE RELEASE**

## **BCORP LAUNCHES SECOND BERJAYA YOUTH SHORT FILM COMPETITION**

Kuala Lumpur, 19 June 2012 – Following the success of its inaugural short film competition for Malaysian youths last year, Berjaya Corporation Berhad (“BCorp”) launched the second **Berjaya Youth Short Film Competition** at Berjaya Times Square Hotel Kuala Lumpur today.

The **Berjaya Youth Short Film Competition** provides a platform for Malaysian youth, 18 to 25 years of age, to showcase their talents and share inspiring stories through a 5-minute short film. The competition was launched by Ms. Nerine Tan, Executive Director of Berjaya Hotels and Resorts. BCorp senior management, local celebrities, students from local colleges and universities, and the judges of the competition also attended the event.

This year, entries for the competition must touch on one or more of the following themes :

- 1) ***Traditions Alive*** - Share a story of how a certain tradition/ cultural heritage is still being continued and preserved from one generation to the next.
- 2) ***My Earth*** - Tell a story about conserving Mother Earth and all her creatures.
- 3) ***BFF!*** (Best Friends Forever!) - Tell about how friendships can inspire and change lives.

The competition’s illustrious panel of judges comprise film directors/producers Datin Paduka Shuhaimi Baba, Afdlin Shauki, Aniu, Gayatri Pillai and actresses Lee Sin Je, Ida Nerina and Nell Ng.

For the first stage of the competition, the judges will shortlist 10 films from the total entries received, and these 10 films will be posted onto the official website [www.berjayayouth.com](http://www.berjayayouth.com) for members of the public to vote online. The most popular entry will be awarded the *People’s Choice Award*. In the final stage of the competition, the 10 films will be shown at an Awards Ceremony which will be held later this year where the judges will select the Grand Prize winner, and the First and Second Runners-up. Prizes worth more than RM80,000 in total will be given

away to the winners of the competition, with the Grand Prize being RM35,000 cash and a EOS 5D MIII Canon camera worth RM11,199.

At the launch, Nerine Tan said, “The youth of today are our leaders of tomorrow and as such, we want to reach out to our youth and engage with them. Berjaya Youth is a platform created by Berjaya specifically for the youth community of Malaysia, with the objective of promoting positive youth development, learning and networking through various projects and activities such as the Berjaya Youth Short Film Competition.”

“It is our sincere hope that this short film competition will engage and inspire our young Malaysians to showcase their talents and abilities. It might also reveal some budding directors who will be the future pillars of our local film industry. We also hope that through this competition, our youth will be encouraged to spend time thinking about positive values and positive aspects of their lives,” she said.

Entries for the Berjaya Youth Short Film Competition 2012 can be submitted starting from 19 June 2012 until the closing date of 1 October 2012. For more information on the film submission and rules of the competition, please visit [www.berjayayouth.com](http://www.berjayayouth.com).

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*(Should there be any discrepancy between the English and Chinese versions of the press release, the English version shall prevail)*