



## **PRESS RELEASE**

### **YOUNG FILM MAKERS WIN BIG PRIZES IN BERJAYA'S SECOND YOUTH SHORT FILM COMPETITION 2012**

Kuala Lumpur, 8 November 2012 – Berjaya Corporation Berhad today announced the Top 3 and People's Choice winners of the 2<sup>nd</sup> Berjaya Youth Short Film Competition 2012 and gave away more than RM90,000 worth of prizes in an awards presentation ceremony held at Berjaya Times Square Hotel Kuala Lumpur.

In the final stage of the competition, the 10 short films shortlisted from a total of 180 short films received were shown at the Awards Ceremony where the judges selected the First and Second Runners-up and the Grand Prize winner. The competition's illustrious panel of judges comprised film directors/producers Datin Paduka Shuhaimi Baba, Afdlin Shauki, Aniu, Gayatri Pillai and actresses Lee Sin Je, Ida Nerina and Nell Ng.

The Grand Prize winner won RM35,000 cash and a Canon EOS 5D MKIII (body only) camera worth RM11,199.00, while the 2nd Prize winner won RM15,000 cash and a Canon EOS 60D camera. The 3rd Prize winner received RM5,000 cash and a Canon EOS 60D camera. The People's Choice Award was awarded to the film which garnered the most votes from online viewers, with the winner walking away with RM10,000 in cash and a Canon EOS 60D camera.

*(\*The names of the winners will be announced at the end of the awards ceremony once the judges have selected the winners.)*

On the judging criteria, 60% of the total score was based on content, which included relevance to the specified theme, creative interpretation of the theme, and originality. The remaining 40% of the score was based on the technical aspects of the short film which included cinematography, appropriate screenplay, soundtrack and technical production.

First launched in 2011, the Berjaya Youth Short Film Competition was conceptualised to create a platform for Malaysian youth, aged 18-25, to share their inspiring stories through film. The competition is aimed at engaging with Malaysian youth and providing them a channel to promote positive messages and share positive experiences. It is also aimed at encouraging youth to express their creativity and showcase their talents. For the 2<sup>nd</sup> Competition this year, entries for this competition had to touch upon one of three themes, namely *BFF! (Best Friends Forever)*, *My Earth* and *Traditions Alive*.

In her speech during the awards ceremony, Nerine Tan, Executive Director of Berjaya Hotels and Resorts said, “We are very pleased with the overwhelming response in our second year of organizing this competition. The standard and quality of entries were extremely high this year, both in terms of creative concepts and technical abilities. This made the task of selecting the Top 10 very difficult for our judges! We are happy to note that young Malaysian film-makers are really rising up to the challenge and coming up with fresh, creative and inspiring stories which matched up with this year's themes of "Traditions Alive", "My Earth" and "BFF".

“The winners this year will be given the opportunity to intern with Afdlin Shauki and Gayatri Pillai. This competition not only allows these budding film-makers to showcase their talents but also opens up opportunities for them to expand further in their film-making career,” Nerine said.

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