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BERJAYA YOUTH LAUNCHES ITS 4TH SHORT FILM COMPETITION

Kuala Lumpur, 28 April 2014 - Berjaya Youth launched its **4th Short Film Competition** today via its official website www.berjayayouth.com. The short film competition is an initiative to provide Malaysian youth aged 18 to 25 with a platform to express their creativity by producing positive and inspiring stories through short films based on selected themes. The four themes for this year's competition are Culture, Eco, Inspiration and Youth.

Well-known local film producers - Afdlin Shauki, Ah Niu and Gayatri Pillai will once again form the panel of judges this year. 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 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 five 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 RM30,000 cash and a Mac Pro Quad Core with 27" LCD Display worth RM12,798. The 2nd Prize is RM12,000 cash and a MacBook Pro worth RM6,499, while the 3rd Prize is RM5,000 cash and a MacBook Air worth RM3,299. The winner of the People's Choice Award will walk away with RM8,000 cash.

Entries can be submitted starting from 28 April 2014 until the closing date of 24 September 2014. Each entry must not be longer than five (5) minutes in length, excluding credits. Entries can be submitted online through the official website or delivered to the address given in the website. Each entry must be no larger than 40MB in size and the acceptable formats for the entries are MP4, FLV, MPEG, AVI and Real Player. For more information on submission and rules of the competition, please visit www.berjayayouth.com.

Berjaya Youth will conduct roadshows at various universities and colleges from May until August 2014 to create awareness of the short film competition among the students. The universities and colleges that will be visited by the Berjaya Youth team include TAR College, ALFA International College, SAE Institute, Malaysian Institute of Art, Kuala Lumpur Metropolitan University College, IACT College, Limkokwing University of Creative Technology, Multimedia University and In-House Multimedia College, to name a few.

Berjaya is continuously exploring ways to reach out to and engage with the youth through Berjaya Youth, a platform created 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.

For further information, please contact Ms. Lydia Lye or Ms Padma Malar – Group Corporate Communications at 03-2149 1337 / 2149 1333.
