

# B.YOUTH!

A youth empowerment initiative by 

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## **5<sup>TH</sup> BERJAYA YOUTH SHORT FILM COMPETITION 2015**

**Youths with outstandingly creative short films bagged more than RM90,000 worth of prizes**

Kuala Lumpur, 20 November 2015 – The 5th Berjaya Youth Short Film Competition has finally come to its finale. The top 3 winners as well as the People’s Choice Award winner and other finalists received prizes worth more than RM90,000 in total at the grand finals and awards presentation ceremony held at Berjaya Times Square Hotel Kuala Lumpur today.

It is encouraging to note that more than 190 entries were received for this year’s competition.

Open to Malaysian youths aged 18 to 25, this competition offers a great platform for them to express their ideas and perspectives through camera lenses in the most creative way that they can think of.

This year, the choice of themes set for the short films was centred on the trending abbreviated youth slang and hashtags ie. *#YOLO – You Only Live Once*, *#TBT – Turn Back Time*, *#ABC – Always Be Creative* and *#LOL – Laugh Out Loud*.

The judging criteria for the short films comprised 60% for the content i.e. relevance to the themes given, creative interpretation of the themes and originality; and 40% for technical elements i.e. cinematography, appropriate screenplay, sound track and also technical production.

Since the launch of this competition in April 2015, a series of 20 roadshows were conducted at selected colleges and universities in the Klang Valley, Penang, Johor, Perak and Malacca. Experienced film directors and producers were invited to share their experience and insights with the students during the road shows.

The top 10 finalists were selected after a preliminary round of shortlisting by 3 judges who are established figures in the local film industry. At the grand finals today, these final 10 short films were shown to a panel of 5 judges whose combined scores determined the Champion as well as the 1<sup>st</sup> and 2<sup>nd</sup> Runners-Up. The 5 judges consisted of renowned local film directors and producers – Datuk Paduka Shuhaimi Baba, Afdlin Shauki, Aniu, Gayatri Pillai, and notably, a special guest judge from Hong Kong, Oscar-winning filmmaker Ruby Yang.

The top 3 prizes of the Berjaya Youth Short Film Competition 2015 were as listed below:-

- Grand Prize made up of RM30,000 cash + a Mac Pro Quad Core processor with a 27” LCD display worth RM18,498
- 2nd Prize was RM12,000 cash + a 15” MacBook Pro notebook worth RM8,999
- 3rd Prize was RM5,000 cash + a 13” MacBook Air notebook worth RM4,549

On top of the above, the People’s Choice Award with RM8,000 cash was given to one of the top 10 finalists whose short film received the highest number of votes from the online community during the Rank & Win Contest via [www.berjayayouth.com](http://www.berjayayouth.com). This contest had given the online community a chance to view the top 10 short films and rank their top 3 favourites. The person whose ranking of the top 3 winners matched that of the results during the grand finals today stands to win a GoPro HERO4 action camera worth RM1,499.

“Having been held for the 5<sup>th</sup> consecutive year now, this competition has been able to engage and benefit many Malaysian youths who aspire to venture into the film industry. Besides this project, Berjaya Youth is also driving various other projects that appeal to the youths in respect of the Inspiration, Eco and Animal themes. We really hope that youths out there will participate in these projects to gain new experiences, learn new things and broaden their perspectives and in the process,

develop into well-rounded individuals equipped with qualities such as resilience, proactivity, team spirit and leadership,” said Ms Judy Tan, Senior General Manager of Group Corporate Communications of Berjaya Corporation Berhad.

In conjunction with today’s event, Oscar-winning filmmaker Ruby Yang would also be sharing and imparting valuable pointers from her experience and expertise in the film industry at a workshop this afternoon for filming hobbyists and aspiring filmmakers. During the workshop, Ruby would show snippets of her feature-length documentary film titled “My Voice, My Life” which had won her accolades in Hong Kong, Taiwan and mainland China. The film was touted as one of “Hong Kong’s 5 Most Essential Films of 2014” by *The Wall Street Journal*.

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### **About Berjaya Youth (B.Youth)**

Berjaya Youth (B.Youth) is a platform created by Berjaya Corporation Berhad specifically for the youth community of Malaysia which aims to enable Malaysian youths to make a difference in our community in respect of 4 key pillars – inspiration, creativity, eco and animal. Through Berjaya Youth, young people are given the opportunities to participate in various exciting projects which nurture them in the areas of leadership, creativity, proactivity, volunteerism, positive thinking and good values.

Other than the Berjaya Youth Short Film Competition, some of the past and upcoming exciting projects include Wild About Arts! An Awareness Campaign of Endangered Malaysian Wildlife, Reasons For Hope – A Talk by Dr. Jane Goodall, EPIC Homes Build Project, Stop Hunger Now Meal Packing Event, It’s Pawssible Campaign (an animal welfare project), Eco Tioman Island Clean-Up Day, TEDxYouth@KL (as an Ideas Partner) and many more. For further information, please visit [www.facebook.com/berjayayouth](http://www.facebook.com/berjayayouth) or [www.berjayayouth.com](http://www.berjayayouth.com).

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