



2017 ATLANTA FILM FESTIVAL TALKING POINTS

GENERAL INFORMATION:

- The Atlanta Film Festival (ATLFF) will celebrate its 41st Anniversary in 2017
- ATLFF 2017 will run Friday, March 24 – Sunday, April 2
- The main venues for this year's fest are (additional venues to be added):
 - The Plaza Theatre (1049 Ponce De Leon Avenue Northeast, Atlanta, GA 30306)
 - Seven Stages (1105 Euclid Avenue Northeast, Atlanta, GA 30307)
 - Rialto Theatre (80 Forsyth St NW, Atlanta, GA 30303)
 - Dad's Garage Theatre (569 Ezzard St SE, Atlanta, GA 30312)
 - Avondale Towne Cinema (106 N Avondale Rd, Avondale Estates, GA 30002)
 - Serenbe (9065 Selborne Lane, Chatt Hills, GA 30268)

TICKETS:

- Tickets for the Atlanta Film Festival are available at <http://atlantafilmfestival.com/tickets>
 - Prices for festival passes range from \$350 for an All-Access Pass to \$75 for the Movie Hopper Card. Tickets for individual screenings are \$10 and will go on sale starting February 25, 2017. A Producer's Pass is also available for exclusive access to festival screenings, educational programming and parties for \$750.

ATLFF BY THE NUMBERS:

- Atlanta Film Festival by the numbers:
 - Number of years the festival has been running: 41
 - Number of attendees expected in 2017: 27,000
 - Number of film submissions in 2017: 6,085
 - Number of countries who submit films for consideration: more than 120
 - Number of countries represented in the 2017 festival: 40
 - Number of films and/or creative media (music videos, episodic pilots, virtual reality) included in the 2017 festival: 191 (116 short films / 47 feature length / 28 creative media)
 - Number of days in the festival: 10

- Number of events during the festival: 150+
- Number of Creative Conference workshops/panels/discussions: 40
- Number of Special Presentation events: 12
- Number of films with Georgia ties to filmmakers or production: 40
- Percentage of film selections from submission directed by female filmmaker: 53%
- Percentage of films selected from submissions from filmmaker(s) of color: 40%

ABOUT ATLFF:

- Notable films from previous fests include GUARDIANS OF THE GALAXY (2016), EVERYBODY WANTS SOME!! (2016), MORRIS FROM AMERICA (2016), LOVE & FRIENDSHIP (2016), MILES AWAY (2016), THE CABIN IN THE WOODS, THE SPECTACULAR NOW, WHILE WE'RE YOUNG, SUNSHINE SUPERMAN, MUD, DEAR WHITE PEOPLE, THE DOUBLE, and JOE.
- Notable filmmakers and special guests from previous fests include James Gunn, Michael Rooker, William H. Macy, James Franco, Josh Brolin, Tyler Hoechlin, Ryan Guzman, Blake Jenner, Rob Burnett, Sherri Shepherd, Jack McBrayer, Abigail Spencer, Spike Lee, Ray McKinnon and James Ponsoldt.
- Atlanta Film Festival is one of only two-dozen Academy Award[®]-qualifying festivals in the United States for the narrative, animated and documentary short competitions. Only 14 other festivals in the country are Oscar[®] qualifying in three or more categories.
- The Atlanta Film Festival is the chief annual operation of the Atlanta Film Society (ATLFS), one of the oldest and largest organizations dedicated to the promotion and education of film in the United States. Enriching the community through screenings, classes, workshops and other events year-round, the ATLFS is a membership-based 501(c)(3) arts non-profit.

NOTABLE PROGRAMMING:

- Opening Night, Closing Night and Marquee film presentation announcements for the 2017 festival are forthcoming. For context, information on last year's presentations is below:
 - The 2016 Opening Night film presentation was THE FUNDAMENTALS OF CARING, with an appearance by director Rob Burnett. The 2016 Closing Night film presentation was MORRIS FROM AMERICA, with an appearance by director Chad Hartigan.
 - In addition to Opening Night and Closing Night gala screenings, the 2016 festival featured eight Marquee film screenings including films CONFIRMATION, EVERYBODY WANTS SOME!!, LOVE & FRIENDSHIP, MILES AHEAD, PRESENTING PRINCESS SHAW, THE FITS, SIREN and VIVA.
- Additional scheduled talent appearance announcements for the 2017 festival are also forthcoming.
- With 40 films with Georgia connections represented in the 2017 festival, the Atlanta Film Festival 2017 continues to place importance on films that are made in Georgia or represent the South in some way.
- The 40th Anniversary festival featured more than 30 films from ATLFF alumni, including a tribute to festival alum Victor Nunez (ULEE'S GOLD), and a 10-day art installation by another alumnus, Russell Sheaffer. Alumni participation in the 2017 event is to be announced.

- Additional specialty tracks in ATLFF film programming include *New Mavericks*, which highlight strong female filmmakers or lead roles; *Pink Peach*, which shines a spotlight on LGBTQ narrative features, documentaries or short films; and *iCineMás!*, which highlights Latin American programming.
- ATLFF's foodie favorite Food on Film will return for a fifth year. This event pairs a food-themed movie with a delicious after party. The 2016 event paired a special 25th Anniversary screening of the made-in-Georgia film FRIED GREEN TOMATOES with an after party at Callanwolde featuring Sweet Auburn BBQ. The 2017 selection is forthcoming.
- Creative Conference will return to the 2017 Atlanta Film Festival. Creative Conference offers educational programming for upcoming filmmakers, festival goers, newcomers and members of the greater community alike to learn from industry experts. The 2016 Creative Conference included notable Master Classes with William H. Macy, a panel of producers from Pinewood Atlanta Studios and Marvel Studios, and James Ponsoldt, among others. The 2017 education programming lineup is forthcoming.
- Press release with full line up is forthcoming. Publicity stills from select films, additional information, logos and press materials are found at www.tinyurl.com/ATLFF2017PressAssets

SOCIAL MEDIA:

- Atlanta Film Festival social media information:
 - Website: www.AtlantaFilmFestival.com
 - Twitter: @AtlantaFilmFest
 - Facebook: www.facebook.com/AtlantaFilmFestival
 - Instagram: @AtlantaFilmFestival
 - Hashtag: #ATLFF

QUICK INFO ON ATLANTA FILM FESTIVAL:

The Atlanta Film Festival, now in its fifth decade, is an Academy Award-qualifying festival and one of the region's largest and longest-running preeminent celebrations of cinema in the Southeast United States. More than 27,000 festival attendees enjoy independent, animated, documentary and short films each year, selected from more than 6,000 submissions from 120 countries. The Atlanta Film Festival is the chief annual operation of the Atlanta Film Society (ATLFS), one of the oldest and largest organizations dedicated to the promotion and education of film in the United States, which enriches the community through screenings, classes, workshops and other events year-round. The Atlanta Film Festival was recently named one of the "25 Coolest Film Festivals in the World" and one of "50 Film Festivals Worth the Entry Fee" by MovieMaker Magazine. Major funding for the Atlanta Film Society is provided by Turner, XFINITY, MailChimp and the Fulton County Board of Commissioners through the Fulton County Arts & Culture Department and the National Endowment for the Arts through the Art Works category. www.AtlantaFilmFestival.com