FOR IMMEDIATE RELEASE:

The 2017 Asian World Film Festival Announces Collaboration With the Snow Leopard Trust

LOS ANGELES, August 22, 2017— The Third Annual Asian World Film Festival (AWFF) and The Snow Leopard Trust (SLT) are joining forces to raise awareness for the endangered snow leopard and its ecosystem in the high mountains of Asia.

“This cat is one of Asia’s most iconic animals and an ambassador of the continent’s rich and diverse cultures,” says founder and chairman of the Asian World Film Festival and Kyrgyz filmmaker Sadyk Sher-Niyaz, “It’s a natural fit for our award and our festival!” The Asian World Film Festival’s main cinematic award is named after the snow leopard. Snow Leopard Trust

The Festival’s opening night is on October 25 and coincides with International Snow Leopard Day on October 23. A high-level representative is expected to attend the opening night ceremonies, giving a brief talk and visual presentation about the work of the Trust. A SLT booth will be present during the festival so that filmgoers can pick up more information.
Festival Executive and Program Director Georges Chamchoum stated, “AWFF has always been aware of the preservation of nature and animals, which goes hand in hand with our mission of diversity and championing the Asian Cinema. For us it is a "duty" and pleasure to be both associated and partnered with Snow Leopard Trust.”

“The snow leopard is incredibly photogenic, yet so rare and elusive that only very little film footage of the cat exists,” says the SLT’s Executive Director Michael Despines. "It’s also endangered and faces a high risk of extinction. Through this partnership with the Asian World Film Festival, we hope to make audiences in Asia and the rest of the world more aware of this unique animal and its plight."

SLT is the world’s oldest and largest conservation organization dedicated to protecting the endangered snow leopard. This elusive big cat lives in the high mountains of Asia. Despite its vast range, spanning twelve countries and over 1 million square kilometers, the snow leopard is exceedingly rare: between 3,900 and 6,500 cats are estimated to remain.

**About the Asian World Film Festival**

All films selected by their countries as Oscar® or Golden Globes® contenders are automatically invited to participate. The Hollywood Foreign Press Association recognizes these showings as the required official screenings for their members who vote on the Golden Globes. At last year’s inaugural event some 30 films from 27 countries participated.

The films will be screened at the Arclight Cinema in Downtown Culver City. (9500 Culver Blvd.) Opening night scheduled for Wednesday, October 25, 2017 and closing night Thursday, November 2, with a centerpiece screening and event on Saturday October 28.

Sponsors include our Presenting Partner Ha Phuong Foundation, as well as the city of Culver City, the Hollywood Foreign Press Association, Variety, East West Bank, RK Media (Radio & TV Korea) and Emporium Thai Restaurant (Los Angeles) and AWFF host venues the Arclight Theatres and The Culver Hotel.

The Asian World Film Festival (AWFF) brings the best of a broad selection of Asian World cinema to Los Angeles to draw greater recognition to the region’s wealth of filmmakers, strengthening ties between the Asian and Hollywood film industries. Uniting through cross-cultural collaboration, our festival champions films from over 50 countries across Asia spanning from Turkey to Japan and Russia to India and the Middle East. All films that participate in the Festival will have a unique chance to be guided through the challenging awards season, and showcased for the Motion Picture Academy, the Hollywood Foreign Press Association and all Guilds for enhanced exposure, media attention and
awards consideration. AWFF is a non-profit organization under Aitysh USA. www.AsianWorldFilmFest.org

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Website: asianworldfilmfest.org
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Media Contact at Weissman/Markovitz Communications:
Jane LaBonte | jane@publicity4all.com | o: 818-760-8995

Snow Leopard Trust:
Matt Fiechter, Communications Manager | matt@snowleopard.org | +46703499810