

## Here it is: The shortlist of the 2011 Framepool/ LBB/ FireFlies Challenge

*With the exciting feedback of the jury the screening in Cannes promises to be impressive*

London/ Munich/ Paris/ New York, June 16<sup>th</sup> 2011 – The shortlist of the 2011 Framepool/ LBB/ FireFlies Challenge is out! The acclaimed jury – including representatives from RSA, BBDO, 180 Amsterdam and Publicis – evaluated more than 40 short movies on the topic “compassion”. The entries came from all around the globe, from the United States to Indonesia, Japan and the Czech Republic. All ten shortlisted films will be showcased during the Cannes Lions Festival on June 23<sup>rd</sup>, along with the presentation of the award to the winners.



All shortlisted films will be showcased during the award show at the Cinéma Star in Cannes

Amongst these ten films the final winners of the 2011 Framepool/ LBB/ FireFlies Challenge will be presented during the screening and award show on June 23<sup>rd</sup>:

### Shortlist of the 2011 Framepool/ LBB/ FireFlies Challenge:

- Frank: Cassie Earl & Charlotte Humphreys, United Kingdom
- The Choice: Matthias Klein, Germany
- Slow Dance: Aischa Muller, Italy
- What Could I Do?: Gianni Manno, France
- Reminded: Daisuke Izumi, Japan
- Homeless: Malte Ollroge & Christoph Hars, Germany
- Motherless Child: Christopher Watson-Wood, United Kingdom
- Now, Listen!: Dominik Dusek, Czech Republic
- The Good Samaritan: Ryan Vernava, United Kingdom
- Bluebird: Milena Petrovic, Serbia

Amongst this year's jury favourites, entries from Europe are dominating. Young directors from the United Kingdom lead the shortlist with three films, Germany follows with two works. With Daisuke Izumi from Japan, one of last year's winners again managed to get on the shortlist.

### Award Show on June 23<sup>rd</sup> in Cannes

The award show will take place at the Cinéma Star in Cannes on June 23<sup>rd</sup>, 5 pm. Thanks to this year's sponsors ACHT Frankfurt and UNCLE Berlin, the winners can expect prizes worth around 14.000 Euros.

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**About the 2011 Framepool/ LBB/ FireFlies Challenge:**

Framepool, the footage collection run by filmmakers, and LBBOnline, the advertising community website, created this award dedicated to the Fireflies organisation. The Fireflies are committed to raising awareness and money for the fight against Leukaemia. Each year amateur cyclists from the ranks of the advertising and film world participate in the "Fireflies Tour" and cycle across the Alps from Geneva to Cannes. They were inspired by the courage it takes to fight Cancer. In allusion to this background, contestants of this year's challenge were asked to craft a beautiful piece of work showing their take on the meaning of the word 'compassion'. The jury of the challenge is global, highly prominent and represents many different advertising sectors: Mark Tutsell (Leo Burnett), Jake Scott (RSA), Olivier Altman (Publicis), Steffen Gentis (BBDO Proximity), Ringan Ledwidge (Rattling Stick), Mike Clear (Mother London), Wolf Jaiser, Sandy Watson Scott (The FireFlies), Al Moseley (180 Amsterdam), Barnsley (The Mill), Ralf Drechsler (ACHT Frankfurt) and Tiger Savage (Tiger's Eye).

**FRAMEPOOL – The Footage Collection Run By Filmmakers**

Founded and run by filmmakers, Framepool is one of the largest online collections of motion content. 650,000 clips on numerous topics are available for immediate download at [www.framepool.com](http://www.framepool.com). The portal enables filmmakers from the advertising, film and TV industry as well as media professionals cost efficient and successful realisation of their concepts.

Framepool manages licensing, research and rights clearance of motion content and has offices in Munich, London, Paris, New York, Los Angeles and Miami, as well as representatives and partners in several parts of the world.

[www.framepool.com](http://www.framepool.com)

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