

MEDIA RELEASE



MELBOURNE INTERNATIONAL FILM FESTIVAL 37°SOUTH MARKET ANNOUNCES NEW ALLIANCE WITH PFM

APPLICATIONS FOR 2009 EDITION OPENS

MELBOURNE, 11 February 2009: The **Melbourne International Film Festival's 37°South Market** and the Film London **Production Finance Market (PFM)** have announced a strategic partnership, cementing **MIFF 37°South Market** as the PFM's exclusive Australia/NZ organisational partner. "xxx" said Executive Director Richard Moore.

This first-ever non-European partnership for the London **PFM** ensures that each producer selected to participate in the 2009 **MIFF 37°South Market** will automatically be considered for a place at the 2009 edition of London's **PFM**. While individual producers may still apply directly, the **PFM-37°South** alliance provides the only guaranteed place for one Australian/NZ producer. **MIFF 37°South Market** international financing guests, together with **PFM** organisers, will consider all producers and projects and will select one lucky producer to attend the 2009 **PFM**. The winning producer, who will have registration and accommodation paid by **MIFF 37°South Market**, will be announced at the **MIFF 37°South Market** 2009 closing drinks on Sunday 26 July 2009.

The announcement, made yesterday at the Berlin Film Festival, comes as **MIFF 37°South Market**, Australia's only film co-financing market to occur in the context of a major festival, today opens applications today for its 2009 edition, which runs 23-26 July 2009, inclusive.

MIFF 37°South Market brings the global film financing marketplace to Melbourne in the opening days of **MIFF**, which is Australia's largest and oldest film festival, and enables Australian/NZ producers with market-ready feature-length projects to meet with key international film co-financiers in Melbourne. The emphasis is on producers pitching projects to financiers with the aim of deepening marketplace relationships and generating financier interest in their slates.

The London **PFM** occurs each October in association with The BFI London Film Festival. Last year, the invitation-only Film London **PFM** registered 50 producers and more than 150 projects with US\$1.16 billion of production value and nearly 60 financing guests including Miramax, Lionsgate and Sony Pictures Classics.

A detailed program for **MIFF 37°South Market** will be released in early July, with updates on the program, guests and other initiatives regularly posted at www.miff37degreesSouth.com. For further information on **MIFF**, visit www.melbournefilmfestival.com.au

ORGANISED BY:



GOVERNMENT PARTNER:



GOVERNMENT SUPPORTER:



Louise Heseltine | 8660 4816 | 0402 054 143 | louise@limelightpr.com.au
Asha Holmes | 8660 4815 | 0403 274 299 | asha@limelightpr.com.au
Joanna Finney | 8660 4816 | 0401 817 546 | joanna@limelightpr.com.au
LIMELIGHT PR | PO Box 1199 Little Lonsdale Street, Melbourne, Australia 8011

Limelight ^{PR}