

MEDIA RELEASE

Media enquiries Victoria Buchan, The Lantern Group
Tel +61 2 9383 4033 | Mobile 0408 114 864 | victoria@lanterngroup.com.au

www.screenaustralia.gov.au

Australian Film Showcase set for US

Monday 10 May 2010: Screen Australia is partnering with Emerging Pictures in New York to present the *USA–Australian Film Showcase*, a quarterly season of new Australian films not previously released in the US.

The *Showcase* will deliver a boutique event that celebrates Australian film culture and strengthens Australia's screen presence in the US. Emerging Pictures will use its digital cinema network to release three films per quarter over a year, commencing June 2010. Participating films will be screened across 21 American states and in up to 60 cities, with a minimum of 12 venues including some of the country's leading arthouse cinemas. The first three Australian films in the *Showcase* are *Accidents Happen*, *The Waiting City* and *Charlie and Boots*.

"At a time when few Australian films are receiving distribution in the US through traditional deals, the *Showcase* provides an opportunity for American audiences to experience the richness and diversity of our local production," **Kathleen Drumm**, Screen Australia's Head of Marketing, said.

"Few countries have the sheer cinema talent that Australia has – in front of and behind the camera. The 2010 *USA–Australian Film Showcase* will introduce American audiences to award-winning Aussie films that otherwise might not receive the recognition they deserve," said **Barry Rebo**, Managing Partner of Emerging Pictures and its exhibition network, Emerging Cinemas.

Emerging Pictures will be responsible for both the ultimate selection of titles, as well as overseeing the publicity and promotion alongside filmmakers and Screen Australia. Films participating in the *Showcase* will be able to increase their profile and maximise press opportunities throughout the US.

Emerging Pictures has a national digital cinema network for specialty films as well as alternate content like operas, ballets and music events. Founded in 2002 by Barry Rebo, **Ira Deutchman** and **Giovanni Cozzi**, the company delivers HD-quality film files over its own data network directly into the projection booths of the country's most prestigious arthouse cinemas, museums, performing arts centres and other cultural and community-based venues. Live HD events are also offered on a regular basis, as well as digital Q&A sessions using Skype and other social networking tools, allowing filmmakers and audiences to interact from all points of the globe. In doing so, Emerging uses key technology components developed by Melbourne-based DigitAll Pty Ltd.