



Press Release
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EUROPA FILM FESTIVALS LAUNCHES AN AWARENESS CAMPAIGN ON THE NECESSITY OF FILM FESTIVALS FOR THE INDUSTRY:

#LOVEFILMLOVEFESTIVALS

The **#LoveFilmLoveFestivals** initiative is a collaborative effort by film festivals to support their industry in the face of ongoing economic and health challenges. Despite their crucial role as the primary platform for promoting up-and-coming directors, festivals are struggling to survive due to limited support and rising costs.

It is vital for festival partners and decision-makers to recognize the importance of film festivals and to provide them with the necessary support.

To raise awareness and support, Europa Film Festivals is launching the **#LoveFilmLoveFestivals** social media campaign, which will kick off during the Festivals Hub at the Marché du Film in Cannes. Furthermore, at the Marché du Film, expert panellists will hold a conference entitled "Refreshed Purpose: The New Value of Film Festivals," where they will address this issue and discuss the changing landscape of film festivals.

The initiative has already garnered support from prominent actors and directors. Among the first to pledge their support for this initiative, we find: Atom Egoyan, Vicky Krieps, Radu Jude, Joachim Lafosse, Faith Akin, and Lone Scherfig.

Spread the word **#LoveFilmLoveFestivals**.

WHO WE ARE:

EUROPA FILM FESTIVALS (www.europafilmfestivals.eu) is a network of 11 European independent festivals. Together we shape and develop common positions and perspectives on key issues to strengthen film culture and film festivals. Europa Film Festivals intend to maximise the broad experience, knowledge and creativity of its members in a sustainable and ever-evolving network.

MEMBERS OF THE BOARD OF DIRECTORS OF THE NETWORK

- Alexis Juncosa (President) - Luxembourg City Film Festival, Luxembourg
- Miriam Allen - Galway Film Fleadh, Ireland
- Michele Devlin - Belfast Film Festival, Northern Ireland
- Alejandro Díaz Castaño - Gijon International Film Festival, Spain
- Marit Greidanus - Noordelijk Film Festival, The Netherlands
- Kathrin Kohlstedde - Filmfest Hamburg, Germany
- Andy Dimopoulou - Athens International Film Festival, Greece
- Anaïs Emery - Geneva International Film Festival, Switzerland
- Guilhem Caillard - Festival de Films CINEMANIA, Montreal, Canada
- Milja Mikkola - Midnight Sun Film Festival, Finland
- Johanna Caraire - Festival International du Film Indépendant de Bordeaux, France

MORE INFORMATION:

<http://europafilmfestivals.eu/>