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Press Release

For Immediate Release

The 2014 Albuquerque Film & Media Experience (AFME) Makes a Major Impact in Year Two and Solidifies Itself as a Top International Festival with Major Movies, Music and Events, Garnering Huge Accolades from Filmmakers, Panelists and Celebrities in Attendance

With over 80 movies, 20 musical acts and impactful panels and events, AFME's June 1-8 event created a huge buzz on the international festival scene and oneness through the power of film, media and the arts

Albuquerque, NM, June 17, 2014 – Albuquerque Film and Media Experience (AFME) wrapped on Sunday, June 8th 2014 with its closing movie, FRONTERA, starring Ed Harris, Eva Longoria, Michael Pena and Amy Madigan. AFME 2014 was an outstanding success once again, welcoming filmmakers and artists from over 15 countries. For the second year in a row sold out films and events, some housing over 600 guests, brought the festivals total attendance to well over 6,000.

“We’re incredibly grateful for another extraordinary response this year,” said Ivan Wiener, Founder and Executive Producer of The Albuquerque Film & Music Experience. “Our festival model truly shows the power of what we can do when we bring the elements of media, talented filmmakers, artists, musicians, local businesses and government all together as one to raise the profile of important issues and creative storytelling.”

An awards ceremony and closing night dinner was held on June 8th at AFME’s host hotel, Hotel Cascada. The 2014 awards were presented as follows:

Jury Award: Best Narrative Feature: “SOLD” directed by Jeffery Dean Brown & produced by Jane Charles

Jury Award: Best Documentary Feature: “One Track Heart” directed by Jeremy Frindel

Jury Award: Best of New Mexico: “Drunktown’s Finest” directed by Sydney Freeland

Jury Award: Best Short Film: “#nightstlikethese” directed by Hannah MacPherson

Jury award winners were chosen by a Jury of media and industry professionals from Albuquerque and around the world.

AFME Guerrilla Marketing Award: “fat, dumb and happy” directed by Banks Helfrich

The AFME Guerrilla Marketing Award is an all-festival award given to the film that creates the most hype by means of guerrilla marketing and general outreach.

Audience Choice: “The Odd Way Home” directed by Rajeev Nirmalakhandan

The Audience Choice award winner is chosen by festivalgoers by means of written ballot at theaters.

Awards were also presented by the AFME Foundation for Social Impact and Community Partnership.

AFME Foundation Social Impact Award: “Chris Schueler”

The Social Impact award is presented to an actor or filmmaker who has created global awareness and societal change.

Community Partner Awards: “Upton Ethelbah of Unity Design” and “Thomas Brant of VisionSoup.com”

The Community Partner Award is presented to an AFME sponsor that goes above and beyond, year round, to help AFME achieve its vision.

Planning for AFME 2015, taking place June 2-7, has already begun. As this year’s festival highlighted Ireland and India, 2015 will spotlight countries of Spanish and Latin American heritage including Spain, Mexico, South and Central America.

Information on our winners:

“SOLD”

Starring Gillian Anderson, David Arquette and Seema Biswas. Executive Produced by Emma Thompson. A girl risks everything for freedom after being trafficked from her mountain village in Nepal to a brothel in India. “SOLD” is a full-length feature film adapted from the National Book Award Nominated novel by Patricia McCormick.

“One Track Heart”

In 1970, Jeffrey Kagel walked away from the American dream of rock 'n' roll stardom, turning down the chance to record as lead singer for the band soon-to-be the Blue Oyster Cult. Instead, he sold all his possessions and moved from the suburbs of Long Island to the foothills of the Himalayas in search of happiness and a little-known saint named Neem Karoli Baba. The film follows his journey to India and back, witnessing his struggles with depression and drug abuse, to his eventual emergence as Krishna Das, world-renowned spiritual teacher and Grammy nominated chant master.

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“Drunktown’s Finest”

Drunktown’s Finest is Sydney Freeland’s feature film debut and her response to a news story that characterized her hometown of Gallup, New Mexico, as “Drunktown, USA. Nizhoni was adopted and raised as a Christian by a white family, transsexual Felixxia dreams of becoming a model, and Sickboy is headed to basic training so he can take care of his soon-to-be-born child. We observe the Navajo Nation from the inside out through the eyes of these three unlikely characters. At first our preconceptions are reinforced, but slowly, as each of their lives unfolds, we confront the reality of living in this community, and we see these three aspiring to leave their town behind.

“#nightstlikethese”

When a night's escapade takes a disturbing turn for two teen girls, we learn just how disconnected and desensitized social media has made them.

“fat, dumb and happy”

Verbose writer, Walter Quill, thinks he's God; his wife thinks he's hopelessly inept ; his teenage kids don't want anything to do with him; his editor wants another best-selling novel and his dentist thinks he brushes too hard.

“The Odd Way Home”

The oddest couple takes an unforgettable journey through the American Southwest, finding happiness in the unlikeliest of places and seeing in each other what no one else has seen before. Maya is a product of childhood abuse who escapes her shattered life in Los Angeles and meets Duncan, a hermit from a tiny town. He is socially awkward and a slave to pattern and routine, but a master of map-making and directions. Their journey teaches Maya to care for someone else and takes Duncan into a new world. Their road trip is filled with unexpected surprises and hard realities that redefine the notion of family.

CHRIS SCHUELER, MA President / CEO of Christopher Productions

Mr. Schueler has created over 100 television programs in the past 20 years that have been broadcast throughout the country and around the world. A former teacher, Mr. Schueler focuses on educational and social issues creating children's programming, cultural and social documentaries, and family series television. His clients have ranged from the United Nations and the American Indian Science and Engineering Society to the CBS Network Foundation and the PBS Television Network. He has received 20 Emmy® Awards for his work as well as the Grand Award for Children's Programming, NY Festivals; two International Iris Awards; the Award for the Advancement of Learning through Broadcasting, National Education Association; two Service to Children's Television Awards, National Broadcasters Association; two Excellence in Community Service Awards, CBS Television Network and the Parent's Choice Award. He has been named "Innovator of the Year" by the National Broadcast Association of Community Affairs.

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UNITY DESIGN – UPTON ETHELBAH III, Owner

Unity Design is a creative consultancy founded and operated by li'l ol' me, graphic designer and musician Upton Ethelbah III. Providing design solutions for a never-ending barrage of life's little challenges is what I'm good at [sic], and I happen to enjoy it, which is nice. Logos and market identity are my forte, but for over (gasp!) 20 years, I've been able to create a treasure trove of useful and meaningful design of all stripes with my partners in crime (clients, friends, and colleagues).

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VISION SOUP – THOMAS BRANT, Owner

VisionSoup.com provides an integrative approach to bringing your world to the greater online landscape. Through web-development, video marketing, product and service visibility management, and graphic design, we are your dedicated online experts, here to support and manage your vision while bringing it to life on a global stage.

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