



July 14, 2016

MEDIA ALERT

TIFFxINSTAGRAM SHORTS FESTIVAL ADDS JAMES FRANCO, PRIYANKA CHOPRA AND BEN RICHARDSON TO JURY

Judge's Choice and Fan Favourite award-winners will receive a trip to the Toronto International Film Festival®



James Franco



Priyanka Chopra



Ben Richardson

TORONTO — TIFF® and Instagram today announced the addition of actor, director, and writer **James Franco** (*Every Thing Will Be Fine*, *127 Hours*) ([@jamesfrancov](#)); actor **Priyanka Chopra** (*Quantico*, *Baywatch*, *Bajirao Mastani*) ([@priyankachopra](#)); and cinematographer **Ben Richardson** (*The Fault in Our Stars*, *Beasts of the Southern Wild*) ([@benrichardson](#)) to the **TIFFxInstagram Shorts Festival** seven-person jury. They join previously announced judges, director **Ava DuVernay** (*Selma*) ([@directher](#)); writer and director **Xavier Dolan** (*Mommy*, *I Killed My Mother*) ([@xavierdolan](#)); music video director and photographer **Nabil Elderkin** (Kanye West "Mercy", John Legend "All of Me") ([@nabilido](#)); and stop-motion animation artist **Rachel Ryle** ([@rachelryle](#)). Together, they will select one winner for the **Judge's Choice Award**.

In addition to the jury award, online audiences can vote for their favourite film by liking it on Instagram. Voting closes **August 17**. The film with the most "likes" will receive the **Fan Favourite Award**. Awards will be announced **August 18**.

Judge's Choice and Fan Favourite award-winners will receive a trip to Toronto to attend the Toronto International Film Festival this September. Winners will have a chance to network with the film community at our popular Industry Conference, see a selection of exciting film premieres, and visit the Facebook/Instagram Canada offices for a meet-and-greet with key members of the team. Winners will also have their short films showcased on TIFF and Instagram's digital channels.

Competition is open until **July 20, 2016**. To submit, upload your entry on Instagram with the hashtag **#TIFFxInstagram** and complete the submission form at tiff.net/shortsfestival.

Social Media:

Facebook.com/TIFF | @TIFF_NET | @Instagram
#TIFFxInstagram

TIFF is a charitable organization with a mission to transform the way people see the world, through film.



About TIFF

TIFF is a charitable cultural organization whose mission is to transform the way people see the world, through film. An international leader in film culture, TIFF projects include the annual Toronto International Film Festival in September; TIFF Bell Lightbox, which features five cinemas, major exhibitions, learning and entertainment facilities; and innovative national distribution program Film Circuit. The organization generates an annual economic impact of \$189 million CAD. TIFF Bell Lightbox is generously supported by contributors including Founding Sponsor Bell, the Province of Ontario, the Government of Canada, the City of Toronto, the Reitman family (Ivan Reitman, Agi Mandel and Susan Michaels), The Daniels Corporation, and RBC. For more information, visit tiff.net.

About Instagram

[Instagram Press Room](#)

TIFF is generously supported by Lead Sponsor Bell, Major Sponsors RBC, L'Oréal Paris and Visa, and Major Supporters the Government of Canada, the Government of Ontario, and the City of Toronto.

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For more information:

TIFF Communications Department

416-934-3200

proffice@tiff.net

Instagram

Marc Budgell

Argyle PR for Instagram Canada

416-968-7311 Ext. 240

mbudgell@argylepr.com

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