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NEWS RELEASE

TIFF AND INSTAGRAM COLLABORATE TO PRESENT WORLDWIDE DIGITAL SHORTS COMPETITION

TIFFxInstagram Shorts Festival to showcase the best 30 short videos August 8 to 17



Piers Handling, CEO, TIFF and Mame Levine, COO, Instagram

Photo Credit: Jason Lee for TIFF

TORONTO — TIFF® in collaboration with Instagram today announced the launch of **TIFFxInstagram Shorts Festival**, a new digital shorts competition, which invites aspiring and established filmmakers from around the globe to upload their original 60-second-or-less short using Instagram video. Competition opens today; deadline for submissions is July 20, 2016. To submit, upload your entry on Instagram with hashtag **#TIFFxInstagram** and complete the submission form at tiff.net/shortsfestival.

“TIFF’s commitment to discovering and developing emerging filmmakers is unwavering,” said Piers Handling, Director and CEO of TIFF. “Our collaboration with Instagram is the perfect opportunity to celebrate the work of filmmakers from all over the world and discover up-and-coming talent through the world’s largest creative digital community, showcased by the world’s largest public film festival. We are incredibly excited to be working with Instagram on the TIFFxInstagram Shorts Festival.”

“More than 500 million people are using Instagram each month for visual inspiration and creative expression, including video. Over the last six months, the total time people spent watching video on Instagram has increased by 150%. Filmmakers are already taking advantage of this platform to promote their work and to create films for the Instagram community. We are looking forward to be collaborating with TIFF to celebrate the craft of short filmmaking through the TIFFxInstagram Shorts Festival.” — Marne Levine, Chief Operating Officer, Instagram.

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

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tiff.net

*Toronto International Film Festival Inc. Charitable Registration # 11930 4541 RR0001



TIFF programmers will select 30 finalists, which will be showcased on TIFF's website and Instagram channel from **August 8 to 17**. A six-person jury comprised of film industry professionals and influential Instagram community members will then select one winner for **Judge's Choice Award**. Judges include director **Ava DuVernay** (*Selma*) ([@directher](#)); writer-director **Xavier Dolan** (*Mommy, I Killed My Mother*) ([@xavierdolan](#)); music video director and photographer **Nabil Elderkin**, (Kanye West "Mercy", John Legend "All of Me") ([@nabildo](#)); and stop-motion animation artist **Rachel Ryle** ([@rachelryle](#)). In addition to the jury awards, 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**.

More judges and prizing will be announced in the coming weeks on tiff.net/shortsfestival.

Social Media:

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

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, and 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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