



NEWS RELEASE

For Immediate Release

February 17, 2014

NEW GENERATION OF FILMMAKING TALENT UNCOVERED AT TROPFEST NZ

Winner Gabriel Reid scores LA film immersion course for “Every Moment” thanks to MPA

NEW ZEALAND/SINGAPORE: On February 14, Gabriel Reid took home the top prize at Tropfest New Zealand for his film *Every Moment*, winning a five-day film immersion course in Los Angeles thanks to the support of the Motion Picture Association (MPA).

Reid’s film *Every Moment* is a short, poignant love story on the importance of making every moment count. *Every Moment* was one of 16 finalist short films that delighted an estimated crowd of 9,000 at the TSB Bowl of Brooklands in New Plymouth, home of Tropfest New Zealand for the past three years.

Accepting his award, Reid said, “One of the most exciting aspects of Tropfest is the film industry immersion course. Along with filmmakers from around the world, I’ll get to spend a week in meetings and seminars with production houses, studios, agents and managers, and I’ll get to visit the American Film Market – something I’ve wanted to do for many years. While my primary focus has always been to direct, the business aspects of this industry are also of enormous interest to me. I recognize that film financing and distribution are these days a complex field and the better it is understood by filmmakers the better off they’ll be. It’s essential we understand how to pitch projects and how to develop and package our films in such a way that will connect with financiers and audiences. As they say, without the ‘business’ there is no ‘show’. I have several projects I’m keen to step through development and into production, so I’m absolutely thrilled to be afforded the opportunity to participate in this film immersion course. In coming months, I’ll work with my team to ensure we have a plan to utilize this opportunity to the fullest extent possible. I am tremendously grateful to Tropfest, the MPA and the New Zealand Screen Association (NZSA) for making this possible.”

Mike Ellis, President and Managing Director Asia Pacific, MPA said, “Tropfest is a short film festival phenomenon that continues to offer a huge platform for emerging filmmakers to not only show their films to large live and online audiences, but also in many cases jump-starts careers, providing access to film and television industry players, agents and mentors. The quality of New Zealand filmmaking was certainly on show during this year’s competition, and we will watch with interest as winner Gabriel Reid and others develop new projects and grow the audience for their films. Congratulations again to all of the filmmakers and to the Tropfest team who really do put on a great show.”

The judges for the 2015 festival included James Napier Robertson, director of the multiple award-winning film *The Dark Horse*, Composer and Best Score winner Dana Lund for *The Dark Horse*, director of *Scarfies* and *Out of the Blue* Robert Sarkies, entertainment lawyer and president of both SPADA (Screen Production and Development Association) and WIFT (Women in Film and Television) Karen Soich, award-winning writer,

director and producer Gaylene Preston, and Kiwi editor of the *Directory of World Cinema: Australia & New Zealand 2* and film lecturer at Waikato University, Geoff Lealand.

Other prizes included:

- First Place – Gabriel Reid for *Every Moment*, winning a 5 day film immersion course in LA and \$10,000 cash sponsored by the Taranaki Arts Festival Trust
- Second Place – Kirk & Luke Bremner for *This Side Up Removals*, winning \$1,000 cash and a one-year Getty Images iStock subscription
- Third Place – Ben Hobbs for *Slabbed*, winning \$500 cash
- Tropfest Best Actress - Bree Peters in *Every Moment*, winning \$2,500 cash
- Tropfest Best Male Actor - Preston O'Brien in *Slabbed*, winning \$2,500 cash
- Yoobee School of Design Best VFX – Emma Schranz for *Charlie Floyd's Visionarium*, winning \$2,500 cash and one free short course at any Yoobee campus or online course of choice
- Yoobee School of Design Best Animated Film – Steven McNicholl for *Egg*, winning \$2,500 cash and one free short course at any Yoobee campus or online course of choice
- Nga Aho Whakaari & Te Puni Kokiri Te Tohu Auahatanga Maori Award - Bree Peters in *Every Moment*, winning \$2,500 cash
- Tropfest's official photography, video and production music partner Getty Images also supplied a free one-month iStock subscription to all 15 other runner-up finalists.

To view winning film *Every Moment* and the other finalist films please click [here](#).

###

About the MPA:

Promoting & Protecting Screen Communities in Asia Pacific

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit www.mpa-i.org.

For more information, please contact

Stephen Jenner
MPA Asia-Pacific
(65) 6253 1033

June Tan
MPA Asia-Pacific
(65) 6253 1033