



The African Movie Festival in Manitoba
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FOR IMMEDIATE RELEASE

PRESS RELEASE: African Movie Festival in Manitoba Returns Bigger and Better.

- 2nd African Movie Festival in Manitoba (AM-FM) hosts its second annual symposium series on *Gender in African Cinema*.
- Screening of *Benjamin Bartlett* by a 21-year-old Manitoba director.

WINNIPEG, Manitoba. February 26, 2019. Manitoba African Film Festival Inc. today announced that the Second African Movie Festival in Manitoba (AM-FM) will be held on March 15 to 17, 2019 at Cinematheque, 100 Arthur Street, Winnipeg. The festival returns with its signature combination of knowledge sharing, film, food, dances and networking that showcase rich African culture in French and English. The festival is a contribution to diversity in Manitoba.

"This year, we are going back to our roots, to the cradle of civilization and to the motherland, to discover those truths that make us human, civil and conscientious towards one another. Those values of respect and understanding which our parents passed on to us through storytelling is central in the carefully curated films that will be screened this year," said Dr. Ben Akoh, the Executive Director of the non-profit, Manitoba African Film Festival Inc. "Through film and dialogue, we have an opportunity here in Manitoba to better understand one of the fastest growing population groups in Canada." He further said that "digging deep down entails recognizing the huge potential that young Manitobans of African origin bring to the arts, cultural, technological and social mosaic we call Canada".

Dr. Sheila Petty, a member of the advisory committee to the festival added that, "it's exciting to see how the second edition of AM-FM has grown since last year. Building on its past success, the festival presents a forum where diverse local communities and different generations can explore and discuss the global issues depicted in the films from all across the African continent, and together, achieve deep cultural understanding."

The festival has increased its capacity from seven films screened last year to sixteen this year and has added a large proportion of French content. In addition, it has focused on growing young Canadian talents by screening a full feature directed by a 21-year old Manitoba director.

For more information, please visit the website at: <https://www.am-fm.ca> or email info@am-fm.ca.

About Manitoba African Film Festival Inc.

MAFF Inc. is a non-profit organization. MAFF Inc. with a vision to promote diversity and cross-culture through cinema, establish a platform for dialogue on Afro-Canadian issues, and support the development of young Canadian film talents. MAFF Inc. is governed by a board of advisers.