



The African Movie Festival in Manitoba
34 Charity Lane Winnipeg, Manitoba Canada R3X 0G6

FOR IMMEDIATE RELEASE

PRESS RELEASE: African Movie Festival in Manitoba Advances Against All Odds

- 3rd African Movie Festival in Manitoba (AM-FM) features 18 films from diverse directors and casts from Kenya, Nigeria, Senegal, Burkina Faso, Cameroun and Canada.
- The 3rd annual symposium discusses “Racism in Cinema: Representations of Blackness in Films” as its theme.

WINNIPEG, Manitoba. September 21, 2020. Manitoba African Film Festival Inc. today announced that the Third African Movie Festival in Manitoba (AM-FM) will be held from September 26 to 27, 2020 at the Gas Station Arts Center, 445 River Drive. Staple on the festival menu are the showcasing of films rich in culture and knowledge from Africa, and the annual symposium that discusses important socio-cultural issues. The festival is a contribution to diversity in Manitoba.

“The festival this year is peculiar because of the pandemic but we know our multicultural community are excited to go out and enjoy a couple evenings of good films in a safe environment,” said Dr. Ben Akoh, the Executive Director of the non-profit, Manitoba African Film Festival Inc. “We have put safety measures in place so that our participants can enjoy the festival as they have done in the past.” He further said that “the films touch on really important issues of culture, strength in difficult times, the resilience of the human spirit, relationships, and the need for peaceful co-habitation. Some of the qualities we need for the present time.”

Honourable Cathy Cox, the Minister of Sports, Culture and Heritage said, “Something special happens when we see our communities, cultures and experiences depicted on the big screen, and when we can share those stories with others.” In a greeting sent to the festival organizers, she added, “This festival provides a unique opportunity for Manitobans to experience the perspective that African artists bring to their work, creating a space for Afro-Canadian and inter-cultural dialogue through screenings and interviews with creators.” The Minister will be bringing greetings at the opening event at 10am on September 26.

The festival is not only about films. It is about multiculturalism, mutual understanding and collaboration among cultures. Eighteen films will be screened this year in French and English including one from a young Manitoban 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.