

**FOR IMMEDIATE RELEASE**

**MEDIA THAT MATTERS LAUNCHES YEAR LONG  
FILM FESTIVAL AT AWARDS CEREMONY  
HBO Headquarters Theater, New York City**

*“This socially conscious film festival tackles big issues in short takes”*

- THE NEW YORKER MAGAZINE

*“Every filmmaker hopes that their film will be the start of a domino effect and thanks to MEDIA THAT MATTERS that has happened with all of our films tonight.”*

- Media That Matters Award Winner DANIELLE LURIE

*“What a pleasure to able to present an award to a film that is so much more worthwhile than what the mass media produces.”*

- Legendary film director ALBERT MAYSLES

*“To see this happening is incredibly inspiring.”*

“24” co-star REIKO AYLSEWORTH

*“You have so moved me.”*

Two-time Academy Award winning director BARBARA KOPPLE

NEW YORK, June 1, 2006 – Arts Engine, an organization that unites filmmakers and activists launched its yearlong “**Media That Matters Film Festival**” at a celebrity-hosted awards ceremony at **HBO**. Recognizing the heart-rending achievements of 16 fiercely independent filmmakers, special presenters that included **CBS Early Show and People Magazine** film critic **Jess Cagle**, legendary documentarians **Albert Maysles** and **Barbara Kopple**, as well as television stars from the **hit shows “24”** and **“Oz”** were clearly moved by what they saw.

“What a pleasure to able to present an award to a film that is so much more worthwhile than what the mass media produces,” **Albert Maysles** said on giving the Global Justice Award to Marcelo Bukin for his devastating documentary “Bread”. Bukin’s film, which simply and artfully shows the crushing effect of hard labor on young children, struck Maysles with its enduring imagery. “When you capture moments like that,” Maysles said, “those experiences for the viewer become indelible. They pass them on to other people and they remain with them.” **Reiko Aylesworth, co-star of the hit show “24”** was similarly affected. Previously, she said, she had thought of film and television as being a medium that “was so much about isolating people and pacifying them.” Presenting the jury award to 17-year-old filmmaker Karen Lum she

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was happy to see that Media That Matters proves the contrary can be true. “To see this happen,” said Aylesworth, “is incredibly inspiring.”

Two-time Academy Award-winner **Barbara Kopple** also spoke of independent media’s power for change. Singling out “In Transit” a film that follows the story of serial rape victims in the Democratic Republic of Congo she said, “this film is so provocative and so brave and such an important film. It lets us understand what a powerful tool film is for social change . . . You have so moved me.”

Bravery and kindness was a recurring theme in the night. The bravery these filmmakers showed in finding and following their subjects but at the same time their kindness in remaining open-hearted in the process. “It seems like the world has a lot of people who are brave and jerks and a lot of people who are kind and wusses,” said Academy Award nominee **Marshall Curry** presenting the Knowledge is Power Award to the army-recruiting exposé “No Child”. “But we need people who are brave and kind. Your guys’ film is a great example of that.”

With the Festival now launched online the whole world can have the same experience as the Awards Ceremony attendees by viewing the Media That Matters Film Festival in its entirety at **[www.mediathatmattersfest.org](http://www.mediathatmattersfest.org)**. For filmmakers on shoestring budgets this is a tremendous networking opportunity. “Everybody has been asking me if my film has a website,” said Danielle Lurie, director of ‘In the Morning’ a powerful film on honor killings in Turkey, “Now I do.” With the film **now instantly distributable to anyone in the world with an internet connection** Lurie has sent links to activists in Turkey who are working to prevent women from being murdered by their own families. “Every filmmaker hopes that their film will be the start of a domino effect,” Lurie concluded after accepting the Women’s Rights from US Congressman Jerrold Nadler, “and thanks to Media That Matters that has happened with all of our films tonight.” And the Media That Matters Films will be available not just on the Internet. Over the next year they will tour to over 50 cities on 5 continents. They will also be pressed to 10,000 DVDs that will be distributed along with study guides to schools all over the country.

Media That Matters is supported by a network of socially conscious individuals and corporations which this year include Adobe Systems, Green Mountain Coffee Roasters, Netflix, Utne magazine and many others. But Media That Matters sponsors are not just sponsors. They’re also deeply connected to the festival films. “I love your work,” said **Miguel Salinas of Adobe Systems** to seventeen-year-old Karen Lum, this year’s jury award winner. “When I saw your film I was an immediate fan.”

All of the Media That Matters films can be seen at [www.mediathatmattersfest.org](http://www.mediathatmattersfest.org). Photos and downloadable press releases can be found at [www.mediathatmattersfest.org/press](http://www.mediathatmattersfest.org/press).

#### **CONTACT:**

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**Press website: <http://www.mediathatmattersfest.org/press>**

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