

BFI EXTENDS NEW US DISTRIBUTION FUND PILOT TO BOOST UK FILMS INTERNATIONALLY

- *BFI takes the lead in supporting the export of UK films and promotion of UK talent to US audiences by expanding its pilot P&A fund*
- *UK films having their world premiere at SXSW film festival have opportunity to access funding for US distribution*

LONDON –Tuesday 4 March 2014: The BFI has extended its innovative new pilot scheme to help eligible UK films premiering at the 2014 SXSW Festival (7–16 March) attract theatrical distribution and reach wider audiences in the US – the world’s biggest film market and a priority territory for the BFI’s International Strategy alongside China and Brazil.

Films having their world premiere at SXSW and eligible for funding through the pilot US distribution initiative include:

The Legend of Shorty co-directed by Angus Macquee and Guillermo Galdos screening in the Documentary Spotlight selection; *Beyond Clueless* directed by Charlie Lyne and *The Possibilities are Endless* co-directed by Edward Lovelace and James Hall both in the Visions programme; *Pulp*, directed by Florian Habicht in the 24 Beats Per Second; and *Soul Boys of the Western World* directed by George Hencken.

The BFI will make awards of up to £25,000 per eligible film available to US distributors, to enable them to strengthen the marketing campaigns for the US theatrical release and, in particular, support the promotion of UK film talent to US audiences.

The scheme was launched as a pilot at the beginning of the year and initially limited to British films currently without US distribution receiving their world premieres in official selection at the Sundance Film Festival 2014 and with a production budget less than £2m.

Three films which had their world premieres at the Sundance Film Festival in January applied to the scheme and now all three – Hong Khaou’s *Lifting*, Stuart Murdoch’s *God Help the Girl* and Iain Forsyth and Jane Pollard’s drama-documentary featuring artist and musician Nick Cave, *20,000 Days on Earth* – have secured US theatrical distribution deals.

BFI Film Fund Director, Ben Roberts, says, "with each of the eligible films at Sundance quickly securing US distribution deals, we were very keen to extend the pilot to see if it has legs at SXSW, and explore further if it can help increase the visibility of a range of cultural British film in the all-important US market."

Documentary Spotlight

THE LEGEND OF SHORTY

Documentary Spotlight

Directors: Angus Macqueen, Guillermo Galdos

Producers: Simon Chinn, Andrew Mackenzie-Betty

From the producer of *Searching for Sugarman*, filmmakers Angus Macqueen and Guillermo Galdos set themselves a quixotic and perilous quest – The Legend of Shorty goes after the leader of the biggest drugs cartel in history.

Sales agent – Protagonist

Friday 7 March / 9.30pm-10.56pm / Vimeo Theatre

Saturday 8 March / 2.00pm-3.26pm / SXSatellite: Alamo Slaughter

Tuesday 11 March / 11.30am-12.56pm / Stateside Theatre

Saturday 15 March / 7.00pm-8.26pm / Rollins Theatre

Visions

BEYOND CLUELESS

Director: Charlie Lyne

Producers: Charlie Lyne, Anthony Ing, Billy Boyd Cape

Narrated by cult teen star Fairuza Balk, *Beyond Clueless* is a dizzying journey into the mind, body and soul of the teen movie, as seen through the eyes of over 200 modern coming-of-age classics.

Sales agent – The Film Sales Company

Monday 10 March / 7.00-8.30pm / Topfler Theatre at ZACH

Tuesday 11 March / 7.15pm-8.45pm / SXSatellite: Alamo Slaughter

Thursday 13 March / 1.30-3.00pm/ Topfler Theatre at ZACH

THE POSSIBILITIES ARE ENDLESS

Directors: Edward Lovelace, James Hall

Producers – Thomas Benski, Lucas Ochoa, Julia Nottingham

‘Grace Maxwell’ and ‘The possibilities are endless’ were the only phrases left in songwriter Edwyn Collins’ mind after a stroke shattered his memory. An immersive account of Edwyn's journey back celebrates how love, music and language shape our lives.

Sales agent – West End

Sunday 9 March / 1.30-2.52pm / Alamo Ritz 1

Tuesday 11 March / 2.00-3.22pm / SXSatellite: Alamo Village

Thursday 13 March / 7.00-8.22pm / AMC Theater at VCC

24 Beats pre Second

PULP

Director: Florian Habicht

Producer – Alex Boden

A celebration of alternative rock band Pulp, Cocker and the band’s hometown, the city of Sheffield, this is the first film to ever be made with the band and includes exclusive live footage from Pulp’s reunion concert in 2012, billed as the band’s last UK gig ever. Pulp has sold more than 10 million albums, and the documentary sees the band return to the city where it all began to play one final concert in thanks to their most loyal fans. Sales Agent – Altitude

Wednesday 12 March / 7.00-8.33pm / Stateside Theatre

Sunday 9 March / 7.00-8.33pm / Vimeo Theater

SXSW Featured Speaker: Jarvis Cocker

Wednesday 12 March / 12.30-1.30pm / Austin Convention Center, Room 18ABC

SOUL BOYS OF THE WESTERN WORLD

Director: George Hencken

Producers: Steve Dagger, Scott Millaney

A voyage through the heart of the 80s with one of the decade's most iconic bands, Spandau Ballet, this archive-only film tells the story of a group of working-class London lads who created a global music Empire, but at a price none of them imagined.

Sales agent – Metro International

Wednesday 12 March / 2.00-3.42pm / Paramount Theatre

– Ends –

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NOTES TO EDITORS

The BFI's US Distribution Fund pilot fund

The US distributor will only be eligible to apply to the BFI US Distribution Fund if it acquires one of the three eligible films within three months of its premiere at SXSW and intends to release the film theatrically in the US (with screenings in a minimum of 5 of the top 25 EDI US markets) within 12 months of the acquisition.

Applications will need to be made to the BFI by the US distributor at least 14 weeks before the film's US release date. The application form will require the US distributor to set out its marketing and release plan for the film including the proposed P&A budget (inclusive of the requested award from the BFI).

The maximum funding available per film will be the lower of £25,000 or an amount equal to 50% of the total distribution costs of the theatrical release (a definition of allowable distribution costs will be set out in the guidelines). The award itself will need to be spent on publicity and advertising costs (including talent travel and associated publicity costs) and/or prints, DCP production and associated costs.

The BFI's International Strategy recognises the significance of export to the UK film economy, and has identified the USA as a growth region and a Tier 1 priority for British Film alongside China and Brazil. The BFI's US Distribution Fund pilot aims to increase UK exports, promote British talent in the US and help level the playing field with international P&A support already attached to local product from countries including France, Italy, Switzerland, Brazil, Russia and Germany.

About the BFI

The BFI is the lead organisation for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class film makers in the UK - investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences

The BFI is a Government arm's-length body and distributor of Lottery funds for film. The BFI serves a public role which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Founded in 1933, the BFI is a registered charity governed by Royal Charter.

The BFI Board of Governors is chaired by Greg Dyke.



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