

MEDIA RELEASE



MELBOURNE INTERNATIONAL FILM FESTIVAL'S MIFF 37°SOUTH MARKET EXTENDS AND EXPANDS ALLIANCE WITH FILM LONDON PFM

APPLICATIONS FOR 2010 EDITION OPEN

MELBOURNE, 10 February 2010: The **Melbourne International Film Festival's MIFF 37°South Market** and the Film London **Production Finance Market (PFM)** have announced an extension and expansion of their strategic partnership, cementing **MIFF 37°South Market** as the **PFM's** exclusive Australia/NZ organisational partner.

The three-year renewal of the **PFM- MIFF 37°South Market Alliance** extends last year's partnership by tripling the number of guaranteed Australia/NZ producer places at the PFM to three. These three slots are the **PFM's** only guaranteed Australia/NZ slots and are only available to producers registered at **MIFF 37°South Market**.

This first-ever non-European partnership for the Film London **PFM** ensures that each producer selected to participate in the 2010 **MIFF 37°South Market** will automatically be considered for the October 2010 edition of **PFM**. While individual producers may still apply directly, the **PFM-37°South** Alliance provides the only guaranteed places for Australian/NZ producers. **MIFF 37°South Market** guest international sales agents, together with **PFM** organisers, will consider all **MIFF 37°South Market** producers and will select three lucky producers to attend the 2010 **PFM**. The winning producers, who will have registration covered by **MIFF 37°South Market**, will be announced at the **MIFF 37°South Market** 2010 closing drinks on Sunday 25 July 2010.

The announcement comes as **MIFF 37°South Market**, Australia's only film co-financing market to occur in the context of a major festival, opens applications today for its 2010 edition, which runs 22-25 July 2009, inclusive.

MIFF 37°South Market brings the global film financing marketplace to Melbourne in the opening days of **MIFF**, which is Australia's largest and oldest film festival, and enables Australian/NZ producers with market-ready feature-length projects to meet with key international film co-financiers in Melbourne. The emphasis is on producers pitching projects to financiers with the aim of deepening marketplace relationships and generating financier interest in their slates.

The **PFM** occurs each October in association with The BFI London Film Festival. Last year, the invitation-only **PFM** registered more than 50 producers and nearly 60 financing guests including the likes of BBC, Film4, Summit, Weinstein Company and Warner Bros.

Application forms for **MIFF 37°South Market** are at www.miff37degreesSouth.com. For details on the application process and deadlines, see the attached document. For further information on **MIFF**, which runs 22 July – 08 August 2010, visit www.melbournefilmfestival.com.au

MIFF 37°South Market

ORGANISED BY:

GOVERNMENT PARTNER:



Louise Heseltine | 8660 4816 | 0402 054 143 | louise@limelightpr.com.au
Asha Holmes | 8660 4815 | 0403 274 299 | asha@limelightpr.com.au
Joanna Finney | 8660 4816 | 0401 817 546 | joanna@limelightpr.com.au
LIMELIGHT PR | PO Box 1199 Little Lonsdale Street, Melbourne, Australia 8011

Limelight ^{PR}