

\*\*\* EMBARGOED UNTIL 7pm SUNDAY, 25 JULY \*\*\*

**MIFF 37°South MARKET CLOSURES WITH PRODUCERS HEADING TO EUROPE, CANADA AND MIDDLE EAST MELBOURNE, 25 July 2010:** MIFF 37°South Market, the Melbourne International Film Festival (MIFF) film co-financing event running 22-25 July 2010, closed its fourth edition on Sunday, with the announcement of the producers who were awarded the **MIFF 37°South Market Alliance** places at the UK's **Production Finance Market (PFM)**, Abu Dhabi **Circle** and Canada's **Strategic Partners**.

The winning producers of the October **PFM** places are Melbourne-based Robert Connolly, Sydney-based Lisa Shaunessy and Melbourne-based Richard Lowenstein. The place at the October **Circle** was awarded to Queensland-based Della Churchill, while those selected for the places at September's Strategic Partners are New Zealand-based Arani Cuthbert and Melbourne-based Yael Bergman.

The **MIFF 37°South Market Alliances** ensured that each producer registered for the 2010 **MIFF 37°South Market** were automatically considered, by **MIFF 37°South Market's** international financing guests, for participation at these international events. These are the only guaranteed Australia/NZ places at each of these events.

This year, **MIFF 37°South Market**, Australia's only film co-financing market to be held at a film festival, secured some 38 film financiers/buyers who will meet with a record 76 registered producers. Across the various strands of market, which include **37°South: Bridging the Gap**, **37°South: PostScript&Direct**, and **37°South's Books at MIFF**, scheduled one-to-one meetings have increased 13% to 1,182 from last year's total of 1,041, and are up 45% on 2008's 814 and are more than four times 2007's tally.

**MIFF 37°South Market** 2010 international film financiers/buyers included Participant (USA), Protagonist (Europe), IFC (USA), Wild Bunch (Europe), Essential (USA), BBC Films (Europe), Sierra (USA), Salt (Europe), Myriad (USA), Coach14 (Europe), Elephant Eye (USA), 6Sales (Europe), Film Sales Company (USA), U-media (Europe), Icon International (USA/Europe), Back-Up Films (Europe), ArcLight (USA), The Works (Europe), along with such Australian companies as Roadshow, HopScotch, Transmission, Madman, ABC, Accent, Rialto, PackScreen and Umbrella.

The co-financiers/buyers also viewed completed local seeking distribution and/or sales agents (and take follow-up meetings) in the **37°South: Breakthru Screenings**, as well as attend the **MIFF 2010** world premieres of **MIFF Premiere Fund** co-financed titles THE WEDDING PARTY and MACHETE MAIDENS UNLEASHED! The **MIFF Premiere Fund** will open for a new round of applications on 09 August 2010 at [www.miffpremierefund.com](http://www.miffpremierefund.com).

**MIFF 37°South Market** is the exclusive Australia/NZ institutional partner of London's **Production Finance Market (PFM)** and the Australia/NZ producer partner of the Abu Dhabi **Circle** and Canada's **Strategic Partners**. See [www.miff37degreesSouth.com](http://www.miff37degreesSouth.com) for details of the market and for MIFF's activities for industry professionals on almost every day of the festival, including the **Melbourne Digital Summit** and the **Robert Rosen Lecture Series**. For more information on **MIFF**, including **MIFF 2010** ticket purchases, go to [www.melbournefilmfestival.com.au](http://www.melbournefilmfestival.com.au)

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