

MEDIA ADVISORY

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www.justicefilmfestival.ca

CALGARIANS LAUNCH NEW FILM FESTIVAL TO INCREASE SOCIAL AWARENESS

Calgary, Alberta - Calgarians are launching a new and unique film festival aimed at encouraging theatregoers to take action. The Marda Loop Justice Film Festival features thought-provoking international documentaries shown over three days from November 17 - 19. The festival organizers hope the line-up will encourage people to explore what's going on in the world of social justice and human rights.

"Going to the movies can be about more than enjoying good films," says Jenny Krabbe, the festival's founder. "These films foster awareness of injustices and indignities suffered in this world, share stories of hope, and have the power to inspire, disturb and motivate people."

"The idea behind the festival is to get people thinking," says Krabbe. "But instead of just driving home and forgetting about what they saw, they will have an opportunity to attend a panel discussion, as well as participating in informal discussions following each film."

Numerous non-governmental organizations (NGOs) will also be on site in the 'NGO Village' to provide additional information about international grassroots humanitarian organizations and resources to people who are motivated take action.

The festival will feature the Calgary premiere of *Bunso: The Youngest*, a Filipino documentary both disturbing and empathetic in its focus on child convicts in a Manila jail. In addition, Gary McPherson, a leadership candidate for the Alberta Conservative Party, will introduce *Emanuel's Gift*, a family-friendly film that challenges perceptions of disabled people. Also on the agenda are *Maquilapolis*, a film about labour violations and environmental devastation in Mexican factories, which was made by factory workers, and Canada's *The Peacekeepers*, an intimate and dramatic portrait of peacekeeping operations in the Democratic Republic of Congo.

All films in the inaugural Marda Loop Justice Film Festival will be screened in the auditorium of the First Christian Reformed Church (3818 - 14A Street SW). This is a free, non-denominational event. A full screening schedule is available at the Festival's website: www.justicefilmfestival.ca