



Media Contact:

Kevin McLaughlin

Public i

877-505-2258 x.902

kmclaughlin@publicipartners.com

**NYC Midnight Movie Making Madness Opens 2004 Call-for-Entries for
Third Annual 24-Hour Filmmaking Competition**

New Screenplay Competition To Be Held In Conjunction With This Year's Event

NEW YORK – May 5, 2004– NYC Midnight Movie Making Madness, a 24-hour film festival, today announced the dates for its 2004 event, inviting aspiring filmmakers from around the world to make a movie in just 24 hours. This year's competition will take place **October 6-10** in New York City, with a qualifying round from **July 31-August 14**, in which contestants have two weeks to develop a film in a location of their choice. The call-for-entries is now open and available at NYC Midnight's official web site, www.nycmidnight.com.

Using digital film technologies and a unique, high-paced format, NYC Midnight Movie Making Madness gives amateur and professional filmmakers alike an opportunity to prove themselves in a true test of skills and stamina. 24 finalists will be selected from the qualifying round to receive a \$1,000 cash prize, and a chance to compete at the main event in New York. The final round will include a full weekend of screenings and parties in addition to the 24-hour competition, which will run from midnight to midnight, October 7-8. The final screening and awards ceremony will take place on October 10 at BMCC's Tribeca Performing Arts Center, where the grand prize winner will be presented with a \$10,000 cash prize.

New This Year: Screenplay Competition

For the first time this year, NYC Midnight Movie Making Madness will also hold a screenplay competition in conjunction with the filmmaking festival, offering more than \$3,000 in cash prizes. Following the same format as the main event, the screenplay portion will provide screenwriters with one week, from July 10-17, to write an original short screenplay of no more than 20 pages, based on a genre and subject to be assigned. 10 winners will be selected to

advance to the final round. These finalists will all receive a single topic via email at midnight (NYC time) on September 17, and have 24 hours to write and submit an original screenplay.

Information Sessions & Screenings To Be Held In Major US Cities

Beginning May 15, NYC Midnight Movie Making Madness will launch a series of in-person information sessions in major cities across the US, including New York, Boston, Chicago, Los Angeles, and more. The sessions will feature screenings of the top movies from previous competitions, details on the competition, a Q & A with the event's founders, and on-site registration opportunities. A complete schedule is available on the NYC Midnight web site.

Registration Now Open On The NYC Midnight Web Site

More than 500 teams from across the country and around the world are expected enter this year's event, which has grown more than 700% since its launch in 2002. Entries are now being accepted for both the filmmaking and screenplay competitions. To enter or for more information, visit www.nycmidnight.com.

Entry Fees

For the filmmaking competition, a special early bird rate of \$75/team is available for entries received before July 2. All other entries are \$100/team and must be received by July 29. For the screenplay competition, a special early bird rate of \$35/team is available for entries received before June 26. All other entries are \$45/team and must be received by July 9.

Corporate, product, and media sponsorships and exhibit space are also available. For more information, contact Ilana Zalika at 877-505-2258 ext. 901 or izalika@publicipartners.com.

About NYC Midnight Movie Making Madness

NYC Midnight Movie Making Madness was launched in 2002 by Charlie Weisman and Craig Flamm, two New York City filmmakers looking to put a fresh spin on the traditional film festival. The event challenges participants to conceptualize and film a movie in tight timeframes – two weeks for the qualifying round, and just 24 hours for the final competition. The use of digital film technologies opens the competition to a wide audience of amateurs and professionals alike, while the event's unique format offers a true test of filmmakers' skills and stamina. Past participants and winners have gone on to compete in such internationally renowned film festivals as Sundance, Crossroads, and Cannes. For more information, visit www.nycmidnight.com.

###