



Contact:

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## **FOR IMMEDIATE RELEASE**

### **7th ANNUAL LOS ANGELES DIVERSITY FILM FESTIVAL Online! Streaming August 4-30, 2020**

August 4-30, 2020: Humanity's loudest and truest voice can be found through artistic expression. In our current times of a global pandemic and human rights movement, our need, and our responsibility, is to bear witness to the stories told by artists from around the world. The Los Angeles Diversity Film Festival (LADFF) highlights narratives and experiences of those that have been left out of the traditional limelight; while celebrating the power of storytelling and filmmaking.

#### **2020 LADFF IS 100% STREAMING!**

**August 4-30 @ [LADFF.COM](https://www.ladff.com)**

LADFF has altered its traditional in-person model for a media-rich, month long, stream-from-home festival offering filmmakers from around the world the opportunity to inspire, embrace and empower each other through storytelling and filmmaking. This is the first year LADFF will be 100% streamable and we are excited to use this state of the art technology to reach a wider audience and amplify voices around the world; with and for the global independent film community.

The 2020 LADFF saw 460 submissions with 57 official selections from 17 countries around the world. When comparing LADFF to mainstream Hollywood, the stats are astounding:

### **Top 200 films 2018 - 2019**

15.1% of films were directed by women

vs.

### **LADFF 2020**

54% of films are directed by women

### **Top 200 films 2018 - 2019**

14.4% of films were directed by people of color

vs.

### **LADFF 2020**

61.4% of films are directed by people of color

### **Berlin, Cannes, Sundance, TIFF 2018 - 2019**

25% of films were directed by women

35% of films were directed by people of color

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Sonja Mereu; Festival Director:

"LADFF always strives to program films that showcase the beauty AND ugliness in the world, in order to inspire people to come together and make this the best world it can be. Right now, more than any time we can remember, the ugliness of the world is laid bare for everyone to see and people are actively and radically re-envisioning what our future will be. This year our films take a deep dive into questions of equity, identity, oppression and sustainability and we believe that these are the things people want and need to talk about - it's certainly what WE want and need to talk about.

*During COVID-19 many of us around the world have felt fear, isolation and loss. We've also had time to think about the future. How can we come out of this better as individuals and collectively? Our films offer possible answers and some simply help us to form the questions. Together, although physically distanced, LADFF hopes to incite these conversations and forge a path toward solutions."*

LADFF engaged [ViewLift](#) as its platform partner to enable the unusual, all-online festival. "Providing new artistic voices with a path to a global audience is especially important right now," noted Rick Allen, ViewLift's CEO. "LADFF needed to pivot to its web-only format under tight deadlines; it needed an incredibly cost-effective solution; and the entire viewing experience had to be top quality, globally. We thank

LADFF for letting us rise to meet these challenges, and hope the Festival will be a powerful ray of light in a dark time - taking that movie theater imagery into our digital-first world."

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**Actors of note:**

**Alia Shawkat** (*Arrested Development, Search Party*) stars in **Alina**

**Britt Baron** (*GLOW*) stars in **Do You Have A...?**

**Chris Sullivan** (*This Is Us*) co-stars in **Make Me The Tennessee**

**Gina Torres** (*Serenity, Alias*) co-stars in **Dispel**

**Directors of note:**

Comedic actress **Alison Becker** (*Parks and Recreation*) directs **A\$\$ Level**

**Jury Members of Note:**

**Melissa Barrera** (*Vida, In the Heights*) -

**Claudia Puig** (President, LA Film Critics Assn.)

**Interviews and high resolution images available upon request.**

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## **About ViewLift**

[ViewLift](#) is a full-service digital content distribution platform empowering media companies, sports leagues and teams, education providers and others to monetize their content through native branded apps on major OTT devices including web, mobile, TV-connected devices, Smart TVs and gaming consoles. ViewLift's founding team brings years of domain experience as an operator (not just a technology provider) and strong industry relationships to offer a complete end-to-end solution for creating, launching and monetizing video applications across all major device platforms. ViewLift operates across the digital ecosystem, understanding each device's unique requirements and best practices. ViewLift offers clients a range of monetization models on a proprietary platform with advanced analytics, tracking performance in real-time. ViewLift is backed by leading VC firms, including New Enterprise Associates, Comcast Ventures, and Clark Enterprises, as well as tech and media pioneers Ted Leonsis, Steve and Jean Case, Terry Semel, Robert McCormack and others. ViewLift clients include: TEGNA; Nexstar; Universal Kids; Outdoor TV; Monumental Sports Network; Professional Fighters League; SuperCross; and Lax Sports Network, among others.



### **HOW MUCH DO TICKETS COST?**

\$7.99 for a single block, \$29.99 for all access

### **CAN I BUY TICKETS IN ADVANCE?**

You can buy them starting August 4th, or fill out the form now to reserve tickets and we will contact you when they go on sale.

**WHERE CAN I FIND A LIST OF THE 2020 PROGRAMMING?**  
LADFF.COM

**WHERE CAN I WATCH THE FILMS?**  
LADFF.COM starting August 4th

**WHEN CAN I WATCH THE FILMS?**  
All films will be available to stream from August 4th - August 30th. Single rental will be available for 6 hours from time of purchase. All access passes will have access to all films 24/7

### **WILL THERE BE Q&AS OR OTHER EVENTS?**

Yes, stay tuned for info on events and scheduling in August. Check out the Film Forward podcast NOW to listen to interviews with some of our filmmakers. Film Forward is doing 2 podcasts a week through August with our 2020 filmmakers.

### **HOW CAN I STAY UP TO DATE WITH SCREENINGS & INFO?**

Follow us on IG or FB. And sign up for our mailing list at LADFF.COM