



BRITISH ACADEMY
OF FILM AND TELEVISION ARTS



me and my
movie

The launch of the 2009 CBBC Me and Movie Award in association with BAFTA is announced

The Me and My Movie competition which launched on Blue Peter this week encourages children to create their own films and tell their own stories.

Children are invited to submit their own two-minute films to be in with a chance of winning the award. Their films will be judged by experts from the BBC and BAFTA, and finally by a super-jury comprising film producers, directors and actors. Four lucky nominees will be invited to attend the prestigious **British Academy Children's Awards ceremony** in November, where one child will be presented with this very special award. The deadline for the competition is **Monday 5th October 2009**.

The 2008 award was won by 13 year-old Leah Cooper from Essex. Leah's film, 'The Prank', involved a cheeky wooden mannequin who decides to play a prank.

A number of actors and film-makers will be part of the initiative in order to inspire and encourage children to take on the artistic challenge of creating their own movie. The Me and My Movie website offers loads of hints and tips for young film-makers, and for children who would like to try their hand at movie-making, The Me and My Movie Tour will be offering fun, free film-making events across the UK.

BAFTA's Chief Executive Amanda Berry says: "Last year's winning film, made on a pocket-money budget by 13 year-old Leah Cooper, was funny, original and a deserving winner of a competition that drew hundreds of entries. The presentation of the Award – the climax of a year-long programme of filmmaking workshops and events – was one of the highlights of last year's Children's Awards ceremony; Leah's advice to aspiring filmmakers – to 'keep your ideas original' – hinted at a very bright future for her in the industry. We are thrilled to continue our partnership with CBBC on this fantastic initiative which inspires and enables children to make their own films and tell their own stories."

NOTES TO EDITORS:

- Parents can sign their children up for fun, free summer film-making events on the Me and My Movie website – applications close 5th July.
- This competition is open to children who are aged between 6 and 14 years old on 5 October 2009.
- The films can be of any genre; in previous years, they have ranged across genres, from comedy and animation to horror.
- The entries will be judged on:
 - a) Originality and creativity
 - b) Strength of storytelling
 - c) Technical competency
 - d) Performance of characters
- The 2008 winning and nominated films can be viewed on the BAFTA website (<http://www.bafta.org/awards/childrens/me-and-my-movie,150,BA.html>) or in the

'BAFTA Room' on the Me and My Movie website
(www.bbc.co.uk/cbbc/meandmymovie).

- Details can be found on the Me and My Movie website (www.bbc.co.uk/cbbc/meandmymovie), where children can upload their film entries, download a free film-making resource pack and read the competition rules.

For further information regarding the CBBC Me and My Movie Award in association with BAFTA, please contact Romley Davies Publicity:

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