

FOR IMMEDIATE RELEASE



**UMFF 2012 Brings Independent Filmmakers, Writers
and Digital Distributors Together in Norcross**

Digital technology, social media, and digital distribution models have rewritten the filmmaking manual. Mediamakers and distributors are meeting at the 11th Urban Mediamakers Film Festival in Norcross, Georgia, for an international film competition, panels and workshops.

Norcross, Georgia, United States, August 19, 2012 – The Urban Mediamakers Association is excited to bring the **11th Urban Mediamakers Film Festival (UMFF)** to Norcross, Georgia, October 12-14, 2012. Independent films from around the world will compete for over \$20,000 in prizes and awards. With digital technology, social media, and digital distribution models rewriting the filmmaking process, UMFF 2012 provides panel discussions and workshops on the transformation of the industry, and how to use this industry change to a person's advantage.

"*Changing the World, One Story at a Time*" is the slogan of UMFF, and the festival annually lives up to that tagline. UMFF showcases a broad selection of award-winning films with an emphasis on projects produced by or featuring creatives of African, Asian and Latin descent.

"We are diverse, all about green-lighting our own projects, and an atmosphere for nurturing collaborations. UMFF provides edutainment opportunities for independent actors, filmmakers, multimedia producers and writers," stated Cheryle Reynolds, executive director/producer of UMFF. "The key for independent filmmakers to be successful is to use social media and digital technology to the fullest extent," continued Reynolds.

Presented at the Hilton Atlanta Northeast in Norcross, Georgia, this three-day festival is open to the general public. Movie buffs can see independent animations, shorts, features, documentaries, music videos, student films, and television/web series that are in competition. Aspiring and professional participants we have access to panels and workshops. The audience is very important in supporting independent films, and several awards are during UMFF are determined by participants' votes.

UMFF includes an opening event, premieres, free film screenings, panel discussions, workshops, youth screening series, networking and an awards ceremony.

What: 11th Urban Mediamakers Film Festival (UMFF)

When: Friday-Sunday, October 12-14, 2012

Where: Hilton Atlanta Northeast, 5993 Peachtree Industrial Blvd., Norcross, GA 30092

About the Urban Mediamakers Film Festival

The Urban Mediamakers Film Festival is the annual festival of the Urban Mediamakers Association, a volunteer-staffed, non-profit consortium of multimedia producers.

Contact

Urban Mediamakers Film Festival

Renee Moses, Media Relations Department

P.O. Box 922654 | Norcross, Georgia 30010 USA

1.404.460.2793 | FAX 1-404-751-2894

rmoses@umff.com | www.umff.com

###