



**Press Release**  
**June 2007**

## **MAKE A FILM WITH YOUR FAMILY & FILM STREET THIS SUMMER HOLIDAY!**

Look no further than [www.filmstreet.co.uk](http://www.filmstreet.co.uk) to find something exciting to do with your children this summer holiday. Film Street is the award winning\* website that teaches children how to get creative through filmmaking.

**Film Street** has teamed up with Cineworld Cinemas to launch its **FILM STREET SUMMER SHORTS COMPETITION** which challenges young people aged 12 and under to make a five minute short film this summer with their family or friends. The films will be judged by film industry experts with the lucky winning family or group awarded four year long unlimited Cineworld Cinemas passes and their winning film will be shown on the Film Street website.

Film Street is an innovative, interactive FREE site that oozes with kid appeal. Designed specifically for children aged 12 and under, Film Street uses fun tasks to support and guide children through the filmmaking process in a safe environment. When children log on, they are welcomed to Film Street by Nicky and a cast of friendly, animated characters. They can get expert filmmaking advice, watch film clips and play interactive games to teach them about every aspect of filmmaking from script writing and costume to camera angles and lighting! Parents and young people new to filmmaking need not worry, there's also a downloadable Filmmaker's Pack that will hold your hand every step of the way. You can also email any filmmaking queries to [info@filmstreet.co.uk](mailto:info@filmstreet.co.uk) For full competition rules and details see page 3 of this release.

***"This is one of the best sites I have found and even mum doesn't mind me going on it as she thinks it is good too. I am film mad. I will make sure I tell all my friends." Kai, aged 8.***

To get inspiration for your film short you can check out Film Street's online Cinema where you can watch the latest Hollywood trailers for this summer's (12A and under) blockbusters and films made by children from all over the world. Families and groups can check out Film Street together, develop their ideas into a five (or less) minute film, and then get out and start having fun filmmaking as a family or team! Films can be live action, animations or documentaries; budding filmmakers can tell us all about their holiday adventures, make their own five minute version of one of this summer's films, or come up with something completely new! Expensive equipment is not required. Most first films can be shot using a family camcorder, digital camera or mobile `phone. So why not log on to [www.filmstreet.co.uk](http://www.filmstreet.co.uk) this summer holiday and show us what your filmmaking crew can do!

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The most imaginative five minute film will be screened in Film Street's online Cinema and the filmmakers will win year-long unlimited Cineworld Cinemas passes for four people. Cineworld Cinemas are throughout the country and show a wide range of family films. The majority of Cineworld Cinemas also host Movies for Juniors every Saturday morning, where you can see a film for just £1.

***"Film Street is such a terrific idea: innovative, informative and, above all, fun. Twenty years from now a successful young filmmaker will say, 'I first got hooked on film the moment I logged on to Film Street.'" Sir Alan Parker (Director *Bugsy Malone, Evita*)***

Parents can be reassured that Film Street provides a safe environment for aspiring young filmmakers. It is moderated by CRB checked moderators and children's contact details will never be passed onto third parties. No images or films with children in them will be uploaded onto the site unless a signed permission form has been received from a parent or guardian. All content is checked to ensure it contains no offensive language, email addresses, telephone numbers, or web addresses. To find out more about our Internet Safety Policy parents can log on at <http://www.filmstreet.co.uk/articleview.aspx?PageId=516&nodeid=232>

\*Awards for Film Street include the Yahoo Search Finds of the Year Award in the Educational Category 2006, BIMA (British Interactive Media Award) for the Kids category 2006 and Best International Project at the European E-learning Awards 2007.

ENDS.

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#### **Notes to Editors**

1. Film Street was commissioned by Culture Online, part of the department for Culture, Media and Sport and was developed and is managed by First Light Movies in partnership with the BFI, UKFC, Creative Partnerships and CBBC.

2. Cineworld Group was founded in 1995 by the current senior management team and is now one of the leading cinema groups in the UK. The Group currently operates 72 UK cinemas and 1 site in Dublin, (including the newest cinema in Didcot which opened in May 2007) of which 70 are multiplex sites with five screens or more. <http://www.cineworld.co.uk>

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## FILM STREET SUMMER SHORTS COMPETITION RULES

1. Film entries must be no longer than 5 minutes long and submitted either on tape, CD-ROM or DVD posted to Film Street Summer Shorts Competition, First Light Movies, Unit 6, Third Floor, The Bond, 180-182 Fazeley Street, Birmingham, B5 5SE by **Monday October 1<sup>st</sup> 2007.**
2. All entrants aged 12 and under and young people under 18 involved in the film must provide a signed parental/guardian consent form downloadable at <http://www.filmstreet.co.uk/articleview.aspa?PageId=529&nodeid=195>
3. A signed contributor's release form must be produced for each individual that appears in the film and submitted with your film entry. Downloadable at <http://www.filmstreet.co.uk/articleview.aspa?PageId=529&nodeid=195>
4. Film Street will only ever use your personal details for the purposes of administering this competition, and will not pass them on to anyone without your permission. If you would like to know more about the First Light Movies' Safety Policy please see <http://www.filmstreet.co.uk/articleview.aspa?PageId=516&nodeid=232>
5. Entries will not be considered if it contains any material deemed in breach of copyright or deemed not suitable for streaming on Film Street.
6. Only one entry will be accepted per household/group.
7. This competition is only open to families/groups that includes at least one child aged 12 or under. First Light Movies reserves the right to request proof of age.
8. Films submitted must be no more than 5 minutes in length.
9. Films must be entirely your own work and its originality will be taken into account by the judges. By contributing your work to Film Street you agree to grant us the right to publish and use the material in all media for all purposes in connection with the competition.
10. The competition winner(s) will be contacted personally. In the event of their being no reply from the email address, phone number or postal address supplied Film Street reserves the right to offer the prize(s) to a runner up or withhold it for use in another competition.
11. The prize is four Cineworld Cinema passes for unlimited film going at Cineworld Cinemas for one year from the time of issue. Prizes must be taken as stated and cannot be deferred. There will be no cash alternatives.

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12. Film Street does not accept any responsibility for late or lost entries. Proof of sending is not proof of receipt.
13. Entrants must comply with all rules to be eligible for the prize. Ineligible entries or entries made fraudulently will be automatically disqualified.
14. This competition is not open to employees or contractors of First Light Movies and Cineworld Cinemas or any person directly or indirectly involved in the organisation or running of the competition, or their direct family members.
15. Film Street's decision is final and no correspondence will be entered into.
16. Film Street reserves the right to cancel the competition at any stage, if deemed necessary in its opinion, and if circumstances arise outside of its control.
17. Entrants will be deemed to have accepted these rules and to agree to be bound by them when entering this competition. Entrants may be asked to take part in post competition publicity.
18. This competition is administered by First Light Movies.



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Creative Partnerships

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