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**2013 TRIBECA FILM FESTIVAL ANNOUNCES INAUGURAL RECIPIENT OF
THE NORA EPHRON PRIZE**

New York, NY [April 25, 2013] – The 12th annual Tribeca Film Festival (TFF), presented by American Express, today announced the winner of the inaugural Nora Ephron Prize at the annual Women’s Filmmaker Brunch held at Company 3 . The prize, presented by TFF co-founder Jane Rosenthal and Sally Singer, creative digital director, Vogue, was awarded to first-time writer/director Meera Menon (*Farah Goes Bang*). Menon was selected out of eight 2013 TFF filmmakers to receive a cash prize of \$25,000 for work and talent that embody the spirit and vision of the legendary filmmaker and writer. The Festival runs through April 28.

“We’re thrilled to highlight Meera’s work with this special award. We were impressed with her fresh, witty, and smart take on a coming of age story about girlfriends, passions and politics. Her film captures the spirit and themes of Nora’s work. I’m proud to continue Nora’s legacy through this award and continue to encourage women filmmakers to create the work that inspires them,” said Jane Rosenthal, Co-Founder of the Tribeca Film Festival.

“To me, this is a film that gives voice to deep emotions and cultural rifts with wry humor. Like the body of Nora’s work, Meera’s film is both immensely clever and compassionate”, said Sally Singer, Creative Digital Director, Vogue.

Farah Goes Bang, playing in the Festival’s Viewpoints section, is Menon’s feature debut. The film follows an awkward twenty-something who hits the road with her buddies to stump for John Kerry in the 2004 presidential election, hoping the trip will also be her opportunity to finally shed the long-unwanted virginity that still clings to her despite her best—and most uncomfortable—efforts. Crisscrossing the culturally divided nation at this decisive post-9/11 moment, these multicultural girls find themselves and their politics unwelcome in many parts of the country. They take inspiration from their friendship and press on in their campaign, even as Farah’s efforts on both political and sexual fronts are continuously thwarted.

“As a filmmaker I had always been inspired by Nora, she emblemized how to take pain and suffering and turn them into laughter and joy. Those qualities inspired me and my co-filmmakers. Receiving this incredible honor in her name means more than I could ever articulate. Tribeca has been such a special experience and the lady love is resounding,” said Meera Menon.

About the Tribeca Film Festival:

The Tribeca Film Festival helps filmmakers reach the broadest possible audience, enabling the international film community and general public to experience the power of cinema and promote New York City as a major filmmaking center. It is well known for being a diverse international film festival that supports emerging and established directors.

Founded by Robert De Niro, Jane Rosenthal and Craig Hatkoff in 2001 following the attacks on the World Trade Center, to spur the economic and cultural revitalization of the lower Manhattan district through an annual celebration of film, music and culture, the Festival brings the industry and community together around storytelling.

The Tribeca Film Festival has screened more than 1,400 films from more than 80 countries since its first edition in 2002. Since inception, it has attracted an international audience of more than 4 million attendees and has generated an estimated \$750 million in economic activity for New York City.

About the 2013 Festival Sponsors

As Founding Sponsor of the Tribeca Film Festival, American Express is committed to supporting the Festival and the art of filmmaking, bringing business and energy to New York City and offering Cardmembers and festivalgoers the opportunity to enjoy the best of storytelling through film.

The Tribeca Film Festival is pleased to announce the return of its Signature Sponsors: Accenture, Alfred P. Sloan Foundation, Bloomberg, BOMBAY SAPPHIRE® Gin, Borough of Manhattan Community College (BMCC), Brookfield, Cadillac, Conrad Hotels & Resorts, ESPN, GE FOCUS FORWARD (in partnership with cinelan), Hilton Hotels & Resorts, Heineken, JetBlue, Magnum® Ice Cream, NBC 4 New York, NCM Media Networks, The New York Times, and OppenheimerFunds. The Festival is also honored to welcome the following new Signature Sponsors: AT&T, IWC Schaffhausen, PepsiCo, and Sony Electronics.

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