



FOR IMMEDIATE RELEASE

2014 TRIBECA FILM FESTIVAL #6SECFILMS COMPETITION OPENS

New York (February 24, 2014) – The 13th annual Tribeca Film Festival (TFF), presented by AT&T, today announced the opening of the 2014 Tribeca Film Festival #6SECFILMS contest as part of the Tribeca Online Festival (TOF). Vines can be submitted from around the globe through March 27 by tagging entries with #6SecFilms and the relevant category: #drama, #comedy, #animation and #genre. Multiple submissions in each category are permitted. Tribeca programmers will select up to 20 finalists in each category. A jury will then select one winner in each of the four categories. This year, in addition to the jury awards, online audiences can view the very short film entries on www.tribecafilm.com/6secfilms and vote for their favorite, through April 12, to receive the #6SecFilms Audience Award.

The winning works will receive a 30-minute meeting with GrapeStory (<http://grapestory.co>), the mobile-first marketing agency and production house founded by Gary and AJ Vaynerchuk of VaynerMedia, a social-first digital shop, and Jerome Jarre, a serial entrepreneur with more than 4.6 million passionate Vine followers.

The #6SecFilms contest debuted at the 2013 TFF with more than 400 U.S.-based entries in the categories of animate, genre, auteur and series. Helping to develop some of the young app's current stars, several winners or short-listers from last year's contest saw their careers take off, including Jethro Ames, whose Vines were featured as Budweiser ads during this year's Super Bowl and who now makes Vines full-time; Chris Donlon, who credits the 2013 competition for helping him get a job editing the LOVE CHILD feature film that was a part of the 2014 Sundance Film Festival; and Megan Cignoli, who has made Vines for more than 60 brands including Comedy Central and eBay and now employs her own team of Viners.

"Making a successful 6-second film is really a true test of creativity and skill. The tools may be simple, but the time is short and the task to do it well is large," said Genna Terranova, TFF's Director of Programming. "Encouraging innovation in storytelling is a cornerstone of Tribeca. Last year was proof that new talent is as evident in six seconds as it is in 6,000. We look forward to seeing what this year will bring as we open it up to international submissions for the first time."

NOTE TO EDITORS:

Winning Vines from the 2013 #6SecFilms competition can be viewed at the following link:
<http://tribecafilm.com/stories/winners-6-second-films-vine-competition>

2014 entries will be searchable on Twitter via the #6SecFilms hashtag and the relevant category submission (i.e. #animation, #genre, #drama, and #comedy).

About 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 1,500 films from more than 80 countries since its first edition in 2002. Since inception, it has attracted an international audience of more than 4.5 million attendees and has generated an estimated \$850 million in economic activity for New York City.

About the 2014 Festival Sponsors:

As Presenting Sponsor of the Tribeca Film Festival, AT&T is committed to supporting the Festival and the art of filmmaking through access and innovation, aiming to make this the most interactive film festival in the country, where visitors experience the Festival in ways they never imagined.

The Tribeca Film Festival is pleased to announce its Signature Sponsors: Accenture, Alfred P. Sloan Foundation, American Express, BOMBAY SAPPHIRE® Gin, Borough of Manhattan Community College (BMCC), Brookfield, Conrad Hotels & Resorts, ESPN, Hilton Hotels & Resorts, Heineken, IWC Schaffhausen, NBC 4 New York, NCM Media Networks, The New York Times, and PepsiCo. The Festival welcomes the following new Signature Sponsors: The Lincoln Motor Company, United Airlines, and Santander.

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PRESS ACCREDITATION: If you are interested in applying for credentials to attend and cover the 2014 Tribeca Film Festival, please use the following link to access the formal credential application: <http://tribecafilm.com/press-center/festival/credentials>. Please note: The deadline to submit applications is Thursday March 6, 2014. After this date, no applications will be considered.