



**FOR IMMEDIATE RELEASE**

**FIFTEENTH ANNUAL TRIBECA FILM FESTIVAL, PRESENTED BY AT&T,  
ANNOUNCES NEW BRANDED STORYTELLING AWARD**

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***Inaugural Tribeca X Award to honor the best artist-brand collaboration of the past year and  
celebrate new paradigm for creative storytelling***

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***Submissions open February 8- March 4***

**New York, NY (Feb 2, 2016)** – The Tribeca Film Festival (TFF), presented by AT&T, today announced the Tribeca X Award, sponsored by GE, a new juried award for branded storytelling recognizing the intersection of advertising and entertainment, will launch at the festival’s 15<sup>th</sup> edition in April. Submissions will be open February 8 through March 4 for the competition, which will highlight the excellence, authenticity, originality and creativity in storytelling that is sponsored or underwritten by a brand and recognize the best artist-brand collaboration of the past year. The 15<sup>th</sup> annual TFF will take place April 13-24, 2016.

The Tribeca X is open to all work produced between January 2015 and March 2016 funded with support of a brand in collaboration with artists or filmmakers. Eligible projects include scripted and documentary work for film, tv, digital, social, and VR/AR, in both feature or short length. The top projects will be highlighted by the Tribeca Film Festival, and a jury will award the winning selection at the Festival.

“For the past decade, a shift has taken place across traditional models of entertainment, art, and advertising, as brands step in to serve as financiers and studios, and become catalysts for high quality, provocative storytelling,” said Jane Rosenthal, founder and executive chair, Tribeca Film Festival. “We hope that this award inspires brands to push the boundaries and create authentic and compelling stories with artists.”

“The best stories compel, engage and delight their audiences. And for brands to really break through, these stories need to be just as engaging as the best entertainment, films and documentaries. We’re incredibly proud that TFF has recognized this and GE is proud to celebrate the best work conceived by/for a brand with the new 2016 Tribeca X Award,” said Linda Boff, CMO of GE.

The Tribeca X joins a robust slate of programs at TFF that celebrate storytelling across genres and mediums, including the fourth annual Storyscapes, a juried section showcasing groundbreaking exhibits in technology and interactive storytelling, as well as virtual reality, video games, and online works.

**About the Tribeca Film Festival**

The Tribeca Film Festival, now in its 15<sup>th</sup> year, brings together visionaries across industries and diverse audiences to celebrate the power of storytelling. A platform for independent filmmaking, creative expression and immersive entertainment, Tribeca supports emerging and established voices, discovers award-winning filmmakers, curates innovative and interactive experiences, and introduces new technology and ideas through panels, premieres, exhibitions, and live performance.

Founded by Robert De Niro, Jane Rosenthal and Craig Hatkoff in 2001 following the attacks on the World Trade Center, Tribeca has evolved from an annual event to spur the economic and cultural revitalization of lower Manhattan to a gathering place for filmmakers, artists, innovators, and the global creative community. Through programs that embrace storytelling in all of its expansive forms – from film and music, to video games and online work, TFF reimagines the cinematic experience and explores how art can unite communities.

### **About the Tribeca Festival Hub**

The Tribeca Festival Hub, located at 50 Varick Street, is Tribeca's creative center and a gathering place for artists, thinkers, and storytellers, featuring ten days of immersive storytelling experiences, musical performances, and high profile talks. Programs, including virtual reality and interactive installations, can be accessed with a Festival Hub Pass, available at [tribecafilm.com](http://tribecafilm.com).

### **About the 2016 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 and storytelling festival in the country, where visitors experience the Festival in ways they never imagined. As one of the largest communications and entertainment companies, AT&T helps millions connect with entertainment, mobile, high speed Internet and voice services – virtually everywhere.

The Tribeca Film Festival is pleased to announce its Signature Sponsors: Accenture, Alfred P. Sloan Foundation, Bloomberg, Borough of Manhattan Community College (BMCC), ESPN, IWC Schaffhausen, The Lincoln Motor Company, NBC 4 New York, NCM Media Networks, Spring Studios, Thompson Hotels, and United Airlines.

### **TFF Press credentials:**

Credentialing for the 15th Festival is now open through March 3rd, 2016:

<https://secure.sportssystem.com/events2/?eventKey=2d9e547a-f005-4ad4-bf9a-91f190842566>

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Press Site for Images: <https://tribecafilm.com/press-center/festival/2016-tribeca-film-festival-imagery>

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