



**TRIBECA FILM FESTIVAL AND *THE ATLANTIC* JOIN FORCES TO HONOR THE BEST OF
BRANDED STORYTELLING WITH THE 2017 TRIBECA X AWARD**

2017 Jury Announced: Joanna Coles CCO, Hearst; Jae Goodman, CCO and Co-Head of Marketing, CAA; Comedy Duo Tim Heidecker and Eric Wareheim, Co-Founders of JASH; Jenna Lyons, President and Creative Director of J.Crew; and Eli Pariser, CEO, Upworthy.

Submissions Open Through February 15

NEW YORK, NY – The [Tribeca Film Festival](#), presented by AT&T, and [The Atlantic](#) have joined forces to recognize the best branded storytelling work of the past year with the second annual Tribeca X Award. The festival, a platform empowering today's finest artistic voices, and *The Atlantic's* creative marketing group Atlantic Re:think, known for producing ambitious, high-impact sponsor content, have come together with a shared belief that ideas underwritten by brands, when executed with integrity, can move people and impact our world.

The 2017 Tribeca X Award's jury will be comprised of industry leaders and influencers including Joanna Coles CCO, Hearst; Jae Goodman, CCO and Co-Head of Marketing, CAA; Comedy Duo Tim Heidecker and Eric Wareheim, Co-Founders of JASH; Jenna Lyons, President and Creative Director of J.Crew; and Eli Pariser, CEO, Upworthy.

The award was launched last year to honor the most dynamic and authentic story-driven work from artist-brand collaborations. The competition highlights scripted and documentary work for film, TV, digital, social, and VR/AR, in both feature and short length, that were funded with support of a brand working with artists or filmmakers. *The Atlantic* will showcase all entries in a special section on TheAtlantic.com, bringing them to the attention of the publication's broad audience.

"As the erosion of traditional ad formats necessitates more creative expression, brands and artists are telling stories that break with convention in both style and message," said Andrew Essex, CEO of Tribeca Enterprises. "We're proud to be the only film festival that honors the best work from these collaborations and bring them to the same stage as filmmakers and creators in the entertainment industry."

"Having partnered with some of the world's most creative brands, Atlantic Re:think is an established arbiter of standout branded content," said Hayley Romer, SVP and Publisher of *The Atlantic*. "It's exciting to now have the opportunity to celebrate the best of the best across the industry – and bring this work to our audience, which has long embraced and engaged with brand storytelling."

Last year, the inaugural Tribeca X Award honored ‘Hearing Colors,’ created by Greg Brunkalla for Samsung, which was selected from hundreds of entries. Finalists for the award included work from brands including Derek Lam, American Giant, Samsung, Olympus, The Balvenie, Robert Graham, KENZO, and Radio Flyer Wagons.

The jury will award the winning project during the 16th annual Tribeca Film Festival, running April 19-30, at the Awards Night Ceremony on April 29, 2017.

The jurors for the 2017 Tribeca X Award are:

- **Joanna Coles CCO, Hearst**
- **Jae Goodman, CCO and Co-head of Marketing, CAA**
- **Tim Heidecker and Eric Wareheim, Comedy Duo and Co-Founders of JASH**
- **Jenna Lyons, President and Creative Director of J.Crew**
- **Eli Pariser, CEO, Upworthy**

About the Tribeca X Award

The Tribeca X Award is a juried award for storytelling supported by a brand recognizing the intersection of advertising and entertainment. The Tribeca X Award is open to all work produced between January 2016 and March 2017 funded with support of a brand in collaboration with artists or filmmakers. The top projects will be highlighted by the Tribeca Film Festival, and a jury will award the winning selection at the Festival.

Eligible projects include scripted and documentary work for film, TV, digital, social, and VR/AR, in both feature or short length that were funded with support of a brand in collaboration with artists or filmmakers. Submitted projects must have a storytelling element; projects that are strictly intended as commercial spots will not be considered. [Click here](#) for the complete rules and regulations.

About the Tribeca Film Festival

The Tribeca Film Festival 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 performances.

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—film, TV, online work, VR/AR, and music—TFF reimagines the cinematic experience and explores how art can unite communities. This year’s festival runs April 19-20, 2017. www.tribecafilm.com #Tribeca2017

Find the Tribeca Film Festival on:

- Twitter: <https://twitter.com/tribeca>
- Facebook: <https://www.facebook.com/Tribeca>
- Instagram: <https://www.instagram.com/tribeca/>

- Snapchat: TribecaFilmFest
- YouTube: <http://www.youtube.com/c/tribecafilmfest>
- Tumblr: <http://tribeca.tumblr.com>

About *The Atlantic*

Founded in 1857 and today one of the fastest growing media platforms in the industry, *The Atlantic* has throughout its history championed the power of big ideas and continues to shape global debate across print, digital, events, and video platforms. With its award-winning digital presence TheAtlantic.com and CityLab.com on cities around the world, *The Atlantic* is a multimedia forum on the most critical issues of our times—from politics, business, urban affairs, and the economy, to technology, arts, and culture. *The Atlantic* is the 2016 Magazine of the Year. Bob Cohn is president of *The Atlantic*.

Press Contacts

Alyssa Grinder

Publicity, Tribeca Enterprises

agrinder@tribecaenterprises.com