



**2011 TRIBECA FILM FESTIVAL ANNOUNCES  
HEINEKEN AUDIENCE AWARD WINNER – *GIVE UP TOMORROW***

**New York, NY [April 30, 2011]** – The 10th annual Tribeca Film Festival (TFF), co-founded by Robert De Niro, Jane Rosenthal and Craig Hatkoff, and presented by founding sponsor American Express, announced the winner of the Heineken Audience Award – *Give Up Tomorrow* – tonight at Eye Beam in New York City. The film’s director, Michael Collins, will receive a cash prize of \$25,000.

Throughout the Festival, which kicked off on April 20, audiences have been able to vote for the Heineken Audience Award by completing nomination ballots upon exiting screenings of TFF films. Films in the World Narrative Competition, World Documentary Competition, Viewpoints, Spotlight and Cinemania sections were eligible for the Heineken Audience Award, the audience choice for best feature film. Final results were tabulated and announced during this evening’s Festival wrap party.

*Give Up Tomorrow* received a Special Jury Mention in the World Documentary Competition at this year’s TFF and played to rapturous response and standing ovations. The film was also supported by the Tribeca Film Institute’s Gucci Tribeca Documentary Fund, and the filmmaker is an alumnus of the Tribeca Film Institute’s Tribeca All Access program.

The film tells the story of culinary student Paco Larrañaga, who, at 19 years old in 1997, was arrested for the kidnap, rape, and murder of two sisters on the provincial island of Cebu in the Philippines. Despite demonstrable evidence of his innocence, including 40 eyewitnesses and photographs placing him hundreds of miles from the scene, Paco’s legal ordeal was only just beginning. Dubbed the Philippines’ “trial of the century,” Paco’s ordeal became a galvanizing focal point in a far-reaching exposé of gross miscarriage of justice at the highest levels.

Following the case and its aftermath for more than a decade, the film traces Paco’s story from the ethnic and class tensions at its roots, through a distracting thread of tabloid sensationalism, and ultimately to appeals and interventions from foreign governments

and NGOs as the injustice of Paco's situation becomes ever more stark and undeniable.

"From the first standing ovation of *Give Up Tomorrow* at its premiere at the Festival it was clear that audiences were passionate about the portrayal of Paco Larrañaga's unjust incarceration. We hope that the film will raise awareness of Paco's plight and lead to his freedom," said Nancy Schafer, Executive Director of the Tribeca Film Festival. "This film is remarkably well crafted and I hope this award brings it the additional visibility it deserves."

"Tribeca was there from the beginning. They really gave us the introduction to the film world," said director Michael Collins. "This award gives us so much hope. Now I know that the film is going to be seen by a broader audience and I'm incredibly grateful."

*Give Up Tomorrow* will screen tomorrow (Sunday, May 1) at 12 noon and 9 p.m. at Clearview Cinemas Chelsea, as will the rest of the films that won awards at the 2011 Tribeca Film Festival. Specific times for the other films are available on the Festival website, [www.tribecafilm.com](http://www.tribecafilm.com). All other 2011 TFF award winners were announced previously at an awards show on Thursday, April 28, 2011. A full list of winners can be found at [www.tribecafilm.com](http://www.tribecafilm.com).

EDITORS NOTE: FOR FILM STILLS GO TO [www.image.net](http://www.image.net). Registration code 2604.

FOR FILM CLIP, ACCESS THE TRIBECA FTP:

<http://media.tribecafilm.com/documents/FTP+instructions+for+Tribeca+Film+Festival.pdf>

**Tickets for 2011 Festival:**

Tickets for the Festival will be \$16.00 for evening and weekend screenings, and \$8.00 for daytime weekday and late night screenings.

Single tickets can be purchased online at [www.tribecafilm.com](http://www.tribecafilm.com), or by telephone, toll free, at (866) 941-FEST (3378), or at one of the Ticket Outlets, with locations at Tribeca Cinemas at 54 Varick Street, Chelsea Clearview Cinemas at 260 West 23rd Street, and AMC Village VII at 66 3rd Avenue. The 2011 Festival will continue ticket discounts for evening and weekend screenings for students, seniors and select downtown Manhattan residents. Discounted tickets are available at Ticket Outlet locations only. Discounted ticket packages can only be purchased online and by phone. Additional information and further details on the Festival can be found at [www.tribecafilm.com](http://www.tribecafilm.com).

**About the Tribeca Film Festival:**

Robert De Niro, Jane Rosenthal and Craig Hatkoff founded the Tribeca Film Festival 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's mission is to help filmmakers reach the broadest possible audience, enable the international film community and general public to experience the power of cinema and promote New York City as a major filmmaking center. Tribeca Film Festival is well known for being a diverse international film festival that supports emerging and established directors.

The Tribeca Festival has screened more than 1,100 films from over 80 countries since its first festival in 2002. Since its founding, it has attracted an international audience of more than 2.3 million attendees and has generated an estimated \$600 million in economic activity for New York City.

**About the 2011 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 Festival is pleased to announce the return of its Signature Sponsors: Alfred P. Sloan Foundation, Apple, Bloomberg, Borough of Manhattan Community College (BMCC), Brookfield, Caesars Atlantic City, Heineken USA, LG Electronics USA, NBC 4 New York, NCM Media Networks, New York Nonstop, RR Donnelley, Stolichnaya Vodka, The New York Times, Time Warner Cable, and Vanity Fair. The Tribeca Film Festival is also honored to welcome the following new Signature Sponsors: Accenture, Bing, Cadillac, Doha Film Institute, JetBlue Airways, and Magnum Ice Cream.

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