



Press release... Press release ...

No embargo

- **Cardiff BID sponsors the 2017 Iris Prize Festival.**
- **“This partnership allows Iris to celebrate Cardiff as a vibrant centre for LGBT creativity to the world”**
- **Cardiff / Caerdydd to feature in festival’s new marketing plan**

Organizers of the Iris Prize have today (26/06/2017) announced a new sponsorship deal with Cardiff BID – Business Improvement District. The new partnership will allow the annual LGBT film festival to highlight Cardiff as a vibrant centre for LGBT creativity.

Carolyn Brownell, Marketing and Communications Manager Cardiff BID, commented:

“Surely there is no better time than LGBT pride month to announce that Cardiff BID are sponsoring this year’s Iris Festival. Iris is the world’s largest LGBT film festival and we’re delighted that this award-winning festival continues to take place in Cardiff and has for the last 11 years.

The six-day event showcases Cardiff to a worldwide audience and proves that Cardiff can deliver on the highest cultural level, the festival team have a strong commitment to our wonderful city and ensure they work with a variety of local businesses including Cardiff’s plethora of dedicated LGBT spaces, the main hub of the festival is in Cineworld, ensuring that visitors are drawn right into central Cardiff.”

Andrew Pierce, Iris Prize Chair, commented:

“Cardiff has been home to the world’s largest LGBT short film prize and we want everybody to know about it. There is no doubt in my mind that Cardiff has been one of the secret ingredients in the success of the Iris Prize Festival.”

“I understand that many of the visiting film makers have come because of the £30,000 Iris Prize, but many return year after year even though they are not in competition. One of the many reasons they give for returning is Cardiff, which they cite as a friendly place full of cafes, restaurants and amazing nightlife.”

“We’ve seen a steady increase in the number of people coming to Cardiff for the Iris Prize Festival but we want even more people to join us. We are delighted to have secured this sponsorship from Cardiff BID, it will allow us to be even more creative with our marketing.”

Over the coming months the festival team will be revealing a new marketing strategy which will include a new cinema advert, printed advertising in Attitude, Diva, Winq and Buzz Magazines and a more focused approach to highlighting the role of Cardiff during the 6-day event in October across all our communications.

The main festival sponsors are: The Michael Bishop Foundation, Welsh Government, BFI, Ffilm Cymru Wales, Pinewood Studios Group, Cardiff University, Cardiff BID, Gorilla Group, Cineworld, Pride Cymru, and Bafta Cymru.

Ends.

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Notes to Editors:

The **Iris Prize** – Cardiff’s International LGBT Short Film Prize is supported by The Michael Bishop Foundation and at £30,000 continues to be the only LGBT short film prize in the world which allows the winner to make a new film. In 2016 Iris was identified as one of the top 50 film festivals in the world by Movie Maker Magazine and promoted by BAFTA to 'A' list festival status alongside Cannes and Sundance by officially being recognised as a qualifying festival for the BAFTA awards.

Cardiff Business Improvement District (BID), was established in November 2016. It covers 130 streets across the capital city stretching from Principality Stadium to Newport Road and Butetown to Cathays and is one of the largest BID areas in the UK comprising over 990 levy payers. The BID raises over £1.5 million revenue each year, to spend on things that businesses (retail, leisure, tourism, office and commercial) voted for in the business plan. Over five years the vision is to make Cardiff more welcoming, vibrant and influential.

Iris Prize past winners: Dee Rees (US) – 2007, Till Kleinert (Germany) – 2008, Eldar Rapaport (Israel/US) – 2009, Magnus Mork (Norway) – 2010, Daniel Ribeiro (Brazil) – 2011, Grant Scicluna (Australia) – 2012, Tim Marshall (Australia) – 2013, Brendan McDonall (Australia) - 2014, Arkasha Stevenson - 2015 (US) and Toby Fell-Holden – 2016 (UK).

Past winners of the **Iris Prize Best British** award are: 2007 – Abbe Robinson (Private Life); 2008 – Connor Clements (James); 2009 – Aleem Khan (Diana); 2010 – Ana Moreno (Mosa); 2011 – Andrew Steggall (The Red

Bike); 2012 – Fabio Youniss (A Stable for Disabled Horses); 2013 – Jay Bedwani (My Mother); 2014 – Charlie Francis (Middle Man); 2015 – Lloyd Eyre-Morgan (Closets).

OCT | 2017
10TH | 15TH
CARDIFF | CAERDYDD

IRIS PRIZE FESTIVAL

MB
The Michael Bishop Foundation

Ariwaer yn Rhannol gan Lywodraeth Cymru
Part Funded by Welsh Government

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