

## **PRESS RELEASE**

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### **BSIFF 2021– FILM IS AN IMPORTANT TOOL FOR JOB CREATION**

The sixth edition of the Black Star International Film Festival (BSIFF) returns with an even bigger bang, under the theme - FILM FOR JOBS.

The festival continues to influence, amplify and elevate the film scene of Ghana and the entire continent of Africa, and this year is no different. BSIFF creates opportunities for Black stories to be showcased as well as create a platform where independent filmmakers globally can have the space to find new audiences and connect to opportunities.

The Festival is open to all Filmmakers and film enthusiasts globally, but especially available to Ghanaians and African audiences in particular.

BSIFF 2021 will happen from 21 - 26th of September. The main venues for this year's activities are Silverbird cinemas, Alliance Française, Multichoice Ghana and the Tang Palace Hotel, all in Accra.

In a very difficult time globally, the ecosystem of film has demonstrated robust capacity. The theme "Film for Jobs," seeks to explore opportunities and conversations around sustainable livelihood for filmmakers as well as highlight the hard work of filmmakers in Ghana and the continent of Africa, and explore the many opportunities for jobs creation in the sector.

As a film festival keenly attuned to the pulse of independent filmmakers, the focus is on creating jobs through film; highlighting the hard work of filmmakers and other businesses within the film ecosystem. Beyond this, connecting filmmakers for job opportunities, has become even more relevant as Ghana and Africa struggles to employ its multitude of youth and as the world deliberates on ways to bounce back after this trying global pandemic.

BSIFF has built a robust platform for networking, engagements and connecting the dots over the years. As a festival focused on the business of film, we keenly continue to explore ways

that filmmakers can showcase as well as find distribution for their work, while building strong support networks to further build relevant connections.

This year will be no different. Industry specialist and amplifiers, filmmakers, distributors, agents, platforms, Government and film enthusiasts will meet in the cinemas, at Masterclasses and workshops, as well as networking events to discuss some of these relevant issues.

40 films from 32 participating countries will screen during the festival online at [bsiff.org](http://bsiff.org) and at Silverbird Cinemas and Alliance Francais throughout the period of the festival from the 21-26th of September.

Festival Director, Philippa Ama Bentuma Arthur, is elated at the prospects explored by the Festival this year.

“I am delighted at the number and quality of the films screening this year at the festival. BSIFF is committed to offering these filmmakers skill enhancement, development experiences and distribution opportunities,” Bentuma said.

“Film is an important tool for cultural diplomacy and unity and we are excited that through BSIFF, we get to bring many stakeholders to discuss the development of our common language – Film,” she reiterates.

Multichoice Ghana, Play Afrika TV, the GH Media Schools, Alliance Francais, Institut Français, Tang Palace and the Multimedia Group are proud partners for BSIFF 2021. The Festival is also supported by distribution partners, Indie Rights Movies, Akwaaba Magic, ScriptDoor, Trace Distribution and Exceptional Rights Distribution.

Other media support for BSIFF 2021 is from GHMovieFreak, Expiga Publicity, The Brew Show, Digital Gate Advertising, Avant-Afric Entertainment, Admezuzah News, VibesIn5 and Innfoport.

September 21- 26, promises to be an exciting month. Accra will become a hive of film activities including screenings and exciting educative and entertainment events courtesy of the Black Star International Film Festival (BSIFF 2021). There is no better place to be in that period.

To participate, visit [www.bsiff.org](http://www.bsiff.org) and sign up. For enquiries, call/WhatsApp +233 501213038.