

The 18th Gimli Film Festival runs July 25 - 29, 2018



RECORD ATTENDANCE, SIGNIFICANT GROWTH AT GFF 2018

Gimli – July 30, 2018 – The 2018 Gimli Film Festival (GFF) wrapped up yesterday with record breaking numbers. For the first time in the Festival’s history, the attendance of contemporary films in the Festival’s indoor theatres outpaced the numbers at the classic RBC Sunset Beach Screenings. Over 5,000 filmgoers flocked to witness the best films from the past year at the Festival’s four indoor venues. Total attendance broke 12,400 for the first time in the Festival’s 18-year history.

As a result, the Festival saw significant growth, with a 16% increase in total box office revenue, a 32% increase in Festival Pass sales, and a 27% increase in walk-up rush seating.

On Monday, the Festival announced that the Audience Choice Award Winner – sponsored by *Outlet Collection Winnipeg* – was *Bachman*, directed by Manitoba filmmaker John Barnard. This award went to the film ranked most highly by GFF audiences.

The Best of Fest Award was announced at the Festival’s Saturday night awards reception and was awarded to the feature documentary *Minding the Gap*, by American filmmaker Bing Lui. This film was chosen by the GFF Programming Committee for its bare emotion and its sensitive treatment of difficult and personal subject matter that all too often lingers in the shadows.

GFF 2018 took place over five days filled with diverse cinematic premieres, women centric mentorship, and recognition for both emerging and established local filmmakers. Of the 111 films played over the weekend, 59 were made in Manitoba, and 46% were directed by women. The 2018 Festival also saw many bold new initiatives, including Rock & Roll Movie Night, featuring an original live score by Juno-nominated *Shooting Guns* to F.W. Murnau’s 1922 vampire film *Nosferatu*. Another brand new initiative was the *Future is Female* Mentorship Program*, which saw the Festival bring over 50 woman-identified filmmakers, actors, writers, producers, etc. to Gimli for a free day of inspirational programming courtesy of *Women in View*, *On Screen Manitoba*, the *Winnipeg Film Group* and *Vital Transit*.

FAST FACTS:

- **Record high total attendance of 12,470** (increase of 1173 from 2017)
- **Indoor Theatre Attendance of 5,174** (increase of 686 from 2017)
- **RBC Beach Screening Attendance of 4,884** (increase of 221 from 2017)

- **Increase in total Box Office Revenue of 16%** (compared to 2017)

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The Gimli Film Festival is the largest film Festival in Manitoba and the largest rural film festival in Canada. Over the past seventeen years, our audience, sponsors and partners have supported and shaped the Festival into what it is today. We showcase fiction feature films, documentaries and short films from Manitoba, Canada and the world, that promise informative, fascinating and riveting entertainment.

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GFF Contact:

Aaron Zegers
Festival Manager
Gimli Film Festival
(204) 470-6053 (Mobile)
festivalmanager@gimlifilm.com

Thanks to our 2018 sponsors!

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Pictures, Manitoba Theatre for Young People, Media RendezVous, National Screen Institute, Original Pictures, Reel Pride Film Festival, SOCAN Foundation, Winnipeg Underground Film Festival

Festival Friend Hospitality: Afi's Baking, Brennivins Pizza Hus, De Luca Fine Wines, Flatland Coffee Roasters, Lifa Home, Mad Dash Catering, Sobeys Gimli, Water Source - Gimli Water Hus

Festival Friend Venue: Dr. George Johnson Middle School, Gimli Lutheran Church, Gimli Theatre est. 1947, Gimli Unitarian Church - Aspire Theatre, Johnson Hall - Waterfront Centre, New Iceland Heritage Museum - Lady of the Lake Theatre