

Water: Take 1 Online Short Film Contest now accepting submissions, hosted by Ventura Water and iThentic



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04/01/2014

For Immediate Release

April 1, 2014

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Ventura Water, in partnership with iThentic, announce the third annual Water: Take 1, an online short film contest aimed at raising awareness about growing local and global water challenges. Eligible submissions are recent short films under five minutes that address the topic of water in any genre, including documentary, drama, comedy, animation, sci-fi or experimental. Filmmaker submissions are being accepted online at www.watertake1.com, and there is no fee to participate. The deadline for submission is November 1.

Prizes for the top films will be announced at an awards celebration in Ventura, March 2015. Water: Take 1 brings together leading experts in the fields of water conservation, recycling and resource management with partners in online entertainment media production and distribution. A distinguished jury will select a Grand Prize winner to receive \$1,500. Prizes will also be awarded for the Best Student Short Film, and the Ventura Vision Award for an entry filmed in the city of Ventura. Viewers visiting watertake1.com may “share” and “vote” for their favorite entry and the film with the most votes will receive the Audience Choice Award. Voting deadline for the Audience Choice Award is December 15.

“For us in California, the continuing drought only serves to highlight the vital importance of water stewardship,” said Ventura Mayor Cheryl Heitmann. “Water: Take 1 connects water, as seen by filmmakers, with viewers from around the world and invites us all to examine water in different and thoughtful ways.”

In an effort to expand the water awareness conversation, contest organizers are sharing screening presentations and collaborating with area film festivals such as the Ojai Film Festival’s Focus Earth. Anyone interested may also sign-up to receive Water: Take 1 News Reel (cityofventura.net/watertake1), a bi-monthly e-newsletter, featuring articles and profiles of filmmakers, jury members, sponsors and partners.

Visit www.watertake1.com to view last year’s finalists and winners, including the 2013 Grand Prize winning film, “Water Collaborations,” directed by Crelis Rammelt from the Netherlands.

This release can be found on the City of Ventura’s website at www.cityofventura.net. ---###---

About Ventura Water

Ventura Water, the City of Ventura’s Water Department, is dedicated to serving our beautiful coastal community with quality drinking water and water reclamation services 24 hours a day, 365 days a year. Delivering drinking water from local sources since 1923, cleaning water for more than a century, and preventing storm-water pollution for the past two decades, we support Ventura’s vitality. Our goal is to integrate water management to create long-term health and economic benefits for our community. As financial stewards, our goals are to operate and use resources efficiently, understand and meet the needs of our customers, and protect our infrastructure by investing wisely in maintenance and renewal projects. We believe that true water sustainability -- where the needs of the human population and the environment can live in balance -- will be achieved only when choices are made collectively to use water efficiently in all ways to restore our watersheds and protect our children’s future.

About iThentic

iThentic is an online video content production and distribution company with offices in Toronto and New York City. Launched in 2006, iThentic is carving out a place for independent filmmakers on digital platforms by aggregating and distributing the very best in independently produced content. The company is backed by three engaged and prominent shareholders: eOne Entertainment, Canada’s largest entertainment company, the founders of iThentic LLC (led by Catherine Tait), and Smiley Guy Studios, an award winning animation and new media studio. iThentic was named the 2012 Digital Company of the Year by Playback Magazine.