

BACKGROUND INFORMATION

ANIMAE CARIBE 2009: CELEBRATING ANIMATION IN THE CARIBBEAN AND THROUGHOUT THE WORLD

September 29, 2009: Hot on the heels of the 2009 Trinidad and Tobago Film Festival comes the much anticipated Animae Caribe 2009, the Caribbean's only Animation and New Media Festival. The Festival, which is in its eighth year, was designed to give a platform to the burgeoning animation industry by showcasing the talent and creative abilities of animators in the region while also introducing a whole new generation of young people to the opportunities available in this multibillion dollar global industry. But what started as an event to showcase the work of local animators has over the years been transformed into an international celebration of the art of animation. This year's Festival, which will be held from September 30th to October 3rd, will feature the usual slate of highly entertaining and informative activities and workshops and will attract some of the best and brightest animators from around the globe to Trinidad to share both their knowledge and their body of work. The Festival will open with a press event and a celebration of 8 years of animation at the NALIS building in Port-of-Spain on Wednesday, September 30th from 10:00 am to noon.

Growing Sponsorship

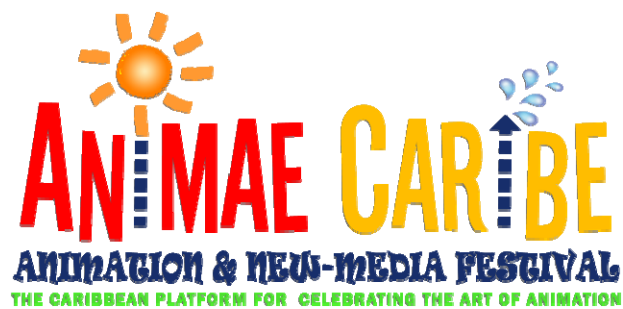
As the Festival has grown in popularity it has also garnered increasing levels of support from prominent local and international corporations and institutions including Bmobile, The Trinidad Guardian Newspaper and GIE Network Magazine, the Hyatt Regency Hotel, NIHERST, TEMPO, the Royal College of Art and NALIS. These organizations join longstanding sponsors which include UTT, The Trinidad and Tobago Film Festival, Toon Boom Animations, Full Circle Productions, Colthrust PR and SightFACTORY Web Development Studio.



Camille Selvon Abrahams thanks Professor Ken Julien for the support of the University of Trinidad and Tobago.

Festival Highlights

Two well known studios - Disney Animation Studios and the Sesame Workshop will be featured in workshops at this year's event. Sesame Street has been on the cutting-edge of both animation and puppetry for the past 40 years and is fresh off of winning a 2009 Emmy Award for Lifetime Achievement along with four other Emmys. Representing the Sesame Workshop will be Odin Dupeyron, a long standing puppeteer and performer who is also a bestselling Mexican author, actor, theatre and TV director. He is renowned for his work portraying the character of Plaza Sésamo's -Sesame Street in Latin America's - Pancho Contreras. Mr. Dupeyron will share some of the tricks of his trade to eager participants of this Sesame Street workshop on day one of the Festival at NALIS from 12 noon to 2:00 pm.

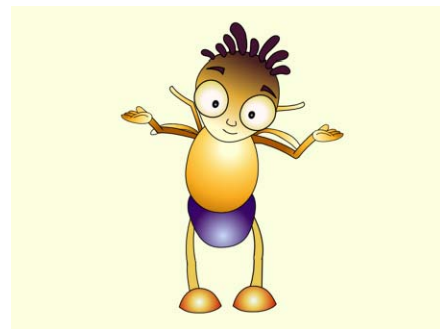


Peter Deluca from Disney Animation Studios will present a workshop on Friday September 1st at the Jade Room of the Hyatt Hotel. Peter Deluca has 15 film credits to his name including work on the highly anticipated Disney animation, 'The Princess and the Frog,' due for release in December. With work that also includes 'Pocahontas,' 'The Hunchback of Notre Dame,' 'Mulan,' 'Lilo and Stitch' and 'Brother Bear,' it is expected that this workshop will draw an impressive audience.

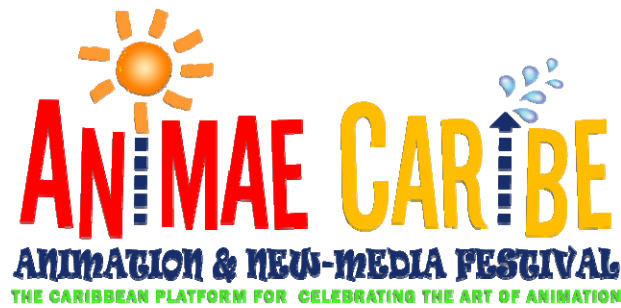
Bmobile, as a major corporate sponsor to the festival for 2009, has encouraged the formation of the *Bmobile -Animae Caribe Animation Challenge*, which will pit the best animator groups from the University of Trinidad and Tobago and the University of the West Indies against independent animators to produce 10-15 second stop motion animations using a phone and the Bmobile logo. Animae Caribe Coordinator for the Challenge - Omar Lewis states: "The students are extremely excited about this challenge, they are working in groups to show Bmobile what they can do and it's going to be special."

Other workshops to be held over the four-day event will cover topics such as traditional hand-drawn animation, airbrushing and stop-motion animation, given by professionals from Cuba, America and Caribbean. The Aboriginal creators of the stop-motion animated television series WAPOS Bay (based on traditional aboriginal folklore) will also share insights into the production with participants. Each day will also feature screenings from animators from across the globe including Latin America, North America, Europe, Asia and of course the Caribbean.

The Anansi Project



Also being launched at Animae Caribe 2009 will be the trailer for the ambitious full-length animated feature on Anansi the Spider (a folklore character from Trinidad and Tobago). Camille Abrahams and her team of animators at Full Circle Studios have already begun working on a 13 episode animated series for television entitled 'The Anansi Chronicles.' The project - dubbed the Anansi Mission: A World Project - will bring together animators from across the Diaspora - including Ghana, the UK, Belize and Jamaica to weave together a tale with a distinct Afro-Caribbean flavour.



Animation Co-Production with Canada

An important collaboration between Canada and Trinidad and Tobago will also be spotlighted at this year's Festival. In an effort to boost the animation industry locally, the Festival organizers have entered into discussions with Toon Boom International, an international animation technology provider based in Canada to invest in, as well as offer technical assistance to future local productions. To that end, Mrs. Joan Stewart Vogelesang, President and Chief Executive Officer of Toon Boom and the Canadian Embassy will host a cocktail party on the Festival's opening night to, among other things, advance informal discussions on co-production for future animation projects.



Joan Stewart Vogelesang,
President and CEO Toon Boom
International.

Youth Activities

As is customary, Animae Caribe will focus one day on activities specially geared toward youth. On Friday October 2nd, Animae Caribe will move to the O'Meara campus of UTT for the Schools Day and Chalk Art Expo. The day will feature, among other activities, the Disney Workshop hosted by Peter Deluca and animation screenings. Later in the evening the celebration continues at the Corner Bar where the Festival will host a *Salute to Young Pioneers in Art* where up and coming artists and animators will be lauded with the Octopus Awards - the alternative to the Animae Caribe Awards. The *Octy*, as the award is fondly called, will be presented to the best of the best young, creative and dynamic designers, storytellers and artists of the region.

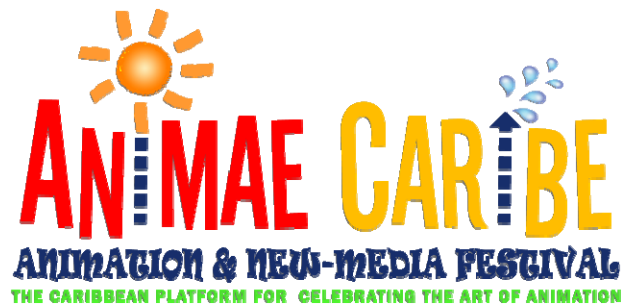


Animae Caribe Awards

The 2009 Animae Caribe Awards will culminate with the presentation of awards to celebrate the best talent that the region and the world have to offer. This Gala night will see awards distributed in the following categories:



- Most Successful Animation
- Best Use of Animation in the Media
- Most Promising Newcomer
- DEW Award for Best Caribbean Animation
- Most Outstanding Animation
- Best Student Award

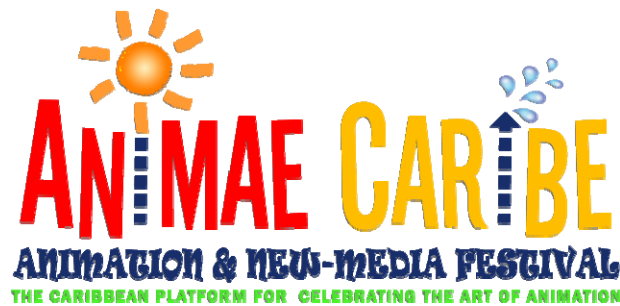


The Gala will also feature a performance from the Urban Alternative Calypso group - Twelve the Band and the launch of the long-awaited trailer, *The Anansi Chronicles*.

Camille Selvon Abrahams, Animaecaribe's founder and Creative Director stated: "We take pride in the fact that the Festival has been going for eight years; it is getting bigger and better with each passing year and we are very excited about this year's Festival. We know that Trinidad and Tobago can benefit tremendously from the animation industry - both in terms of the economic benefits to be derived as well as for the visibility afforded to our talented artists and the rich culture of Trinidad and Tobago and the wider Caribbean. We are inviting the public - and in particular those who have an interest in animation as a career - to join us for this Festival, to be educated and entertained as well as to network with others in the field," she continued. "We promise you will not be disappointed."

For further information on the Festival, visit the Animaecaribe website at www.animaecaribe.com.

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THE BUSINESS OF ANIMATION

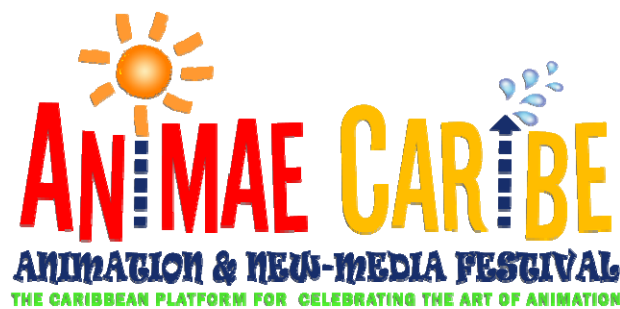
September 25, 2009: Animation is big business. With increased feature length animations, cinema screenings, merchandising, as well as spin off series, it has become a multi-million dollar industry and one local organization - the Animaae Caribe Festival - is positioning itself to bring some of those financial benefits to Trinidad and Tobago. In a discussion with Festival Director and Founder Camille Selvon Abrahams, it was revealed that one of the major objectives of Animaae Caribe 2009 is to attain funding for the production of a series of Caribbean animations.

"We are seeing economies changing all over the world, but what remains constant is people's desire to be entertained through movies and animation," Mrs. Selvon noted. "Animation is used in so many areas on a daily basis that we are convinced that this is a viable and profitable industry. We are therefore using this Festival to develop a more dynamic framework for the stimulation of the industry. This year, our major objective will be to develop closer links with Canada to ensure co-production, funding and project development for future animations."

Mrs. Joan Stewart Voogesang, President and Chief Executive Officer, of Toon Boom International, a multimillion dollar international animation technology provider, stated: "I always love coming home to Trinidad and Tobago. The Animaae Caribe Festival is blossoming and bringing great focus to the development of this industry. We look forward to the production of feature length animations using the services available in Trinidad and Tobago."

Toon Boom International is committed to taking the success it has had in India and repeating it in the Caribbean. "Considering the rich mix of cultures in the region, we are convinced that the Caribbean has all the right ingredients to become a strong contender in the marketplace," commented Mrs. Stewart Voegesang. "Toon Boom has already done presentations on the benefits of building a sound animation industry to several representatives of the Ministry of Education and of Science, Technology and Tertiary Education as well as to the Chamber of Commerce. The Caribbean offers tremendous potential which Toon Boom is proud to nurture." she concluded.

On September 30th the opening day of the Festival, Toon Boom International, in collaboration with the High Commission of Canada, will host a cocktail reception to showcase the works of Toon Boom, images from Animaae Caribe 2008, as well as to advance informal discussions on co-production for future animation and film projects.



BRINGING ANIMATION TO LIFE - ANIMAE CARIBE 2009 *Screenings From Across the Globe*

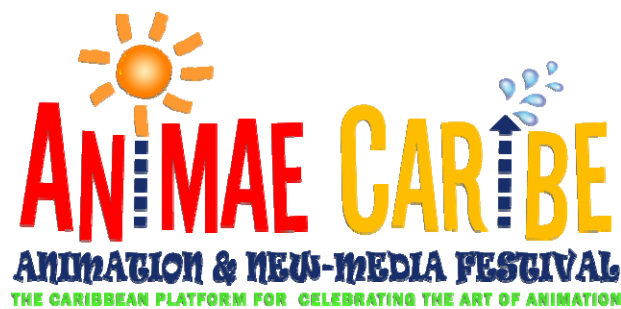
September 29, 2009 - Bringing fantasy to life has long since been the hallmark of animators. Early innovators like Walt Disney, Warner Bros. and Walter Lantz (Woody Woodpecker) ensured that the art form would endure to the present day. Now, a whole new generation of animators from across the globe will descend upon Trinidad and Tobago for the 2009 Animae Caribe Animation and New Media Festival. The Festival runs from September 30th through to October 3rd and plans to be bigger and broader this year, showcasing both local and international animators.

A central component of Animae Caribe has always been the screening of a multitude of films from both amateur and professional animators, and this year is no different. For 2009, the Festival will bring to screens throughout the country, animations from Latin America, Mexico, Canada, the United Kingdom, Jamaica and Trinidad and Tobago that will wow you, and make you wish you had the power to draw, to sketch, to design and to animate.

From the imagination of these artists spring storylines that are funny, quirky, sentimental and inspirational. Where else but from the mind of an animator can you encounter an alien with no mouth who badly wants to be kissed (*Kiss Me Baby, USA*); or a little girl desperately trying to save a piece of ice (*Melting Treasure, Trinidad & Tobago*); then there is *TIC TAC (Cuba)* which features a man trying desperately to avoid his own death, and *I'd Rather Walk (Trinidad and Tobago)* - a piece which explores the simple joys of walking.

Indeed, there is something for everyone and every taste at AC 2009's screenings - science fiction, comedy, music and adventure. Screenings begin on Opening Day, September 30th and continue daily until October 2nd - free of charge to members of the public. Screenings take place at diverse locations across Trinidad - including NALIS in Port-of-Spain; UWI, St Augustine; Movie Towne in Westmoorings; Fernandes Compound, Laventille and UTT Campus, O'Meara, Arima. The schedule below offers information about screenings in greater detail.

Mrs. Camille Selvon Abrahams, Founder and Creative Director of Animae Caribe Festival says "2009 has been a fantastic year for the development of the animation



Industry and the feature length movies and shorts that we will showcase this year are a testament to that fact. We are also quite optimistic about the future of the animation industry in Trinidad and Tobago. We are happy to announce that Animae Caribe sponsors, UTT, has accepted its second class of students in the Diploma in Animation programme, so we now have almost 50 students who are on their way to becoming full-fledged trained animators, a well rounded group of young men and women from Trinidad and Tobago. This gives us hope for both the next phase of the development of Animae Caribe and the animation industry in Trinidad and Tobago as a whole."

ANIMAE CAIBE 2009 - Screening Schedule

WED SEP 30 SCREENINGS:

- NALIS AV ROOM, Crn. Hart & Abercrombry St P.O.S. 2-4PM
An eclectic mix of Animated shorts from around the world.
- NAILS AV ROOM 4-6PM
Mike Valiquette of the Canadian Animation Resources; Screening of Canadian Shorts and Q&A
- DEPARTMENT OF CREATIVE & FESTIVAL ARTS 5.30PM, UWI St Augustine
Latin American shorts from Spain, Brazil, Cuba, feature length film, Argentina and the 'LA CRISIS CARNIVORA'

THUR OCT 01 SCREENINGS:

- MOVIE TOWNE, WEST MOORINGS 10AM - 2PM
Caribbean and World shorts, Directors present.
- NALIS AV ROOM 3PM - 4PM
Latin American shorts, Directors present.
- STUDIO FILM CLUB, FERNANDES COMPOUND, LAVENTILLE 8PM - 11PM
8:00 pm RCA Student Screenings, 'La Leyenda de la Nahala'
9:00pm Mexican Animated Feature Film

FRI OCT 02 SCREENINGS:

- UTT STUDENT DAY, 9.30AM - 2.30PM O'MEARA RD ARIMA
Caribbean and World screenings