2020 PRESS KIT

"This Is A Celebration Of Our Culture and Freedom!"

Actor Bill Cobbs
Our Vision

Greater Cleveland Urban Film Foundation envisions a deepened change, appreciation and understanding of Black culture by increasing the number of educational and economic opportunities for Black artists and affiliated professionals.

Our Mission

The Greater Cleveland Urban Film Foundation enriches Black culture through Cinema. We connect communities in reflecting the history, celebrating, and sharing the richness of the African Diaspora, by providing an educational platform and showcase for filmmakers.
The 9th Annual Greater Cleveland Urban Film Festival (GCUFF) set for September 10-18, 2020 will be virtual this year. When GCUFF 9 goes online, we are anticipating reaching, potentially, a much larger crowd than it would in its traditional in-person venues.

According to Donna Dabbs, the Executive Director of GCUFF, "When the COVID-19 pandemic ensured that a public gathering would not be possible, we decided to focus on the positive aspect of this unforeseen change by offering the same quality film festival, but virtually!"

GCUFF is also excited to share its theme, *Black Films Matter*. Since 2011, GCUFF has aimed to support independent voices in the film industry by providing a platform to showcase quality content by and about people of color.

So, why are black indie films and filmmakers important? Historically, most black films produced each year have not come from Hollywood. GCUFF and other Black Film Festivals have continued to provide a cinematic space for independent films that is culturally diverse and relevant to our stories.

Our *Black Films Matter* theme sheds light on the fact that our stories have always mattered, and should be acknowledged, celebrated, and shared. Their rich content is reflected in a collection of over 70+ feature films, shorts, animations, and documentaries that will be streamed virtually and in a drive-in setting for over 9 days.

There will also be virtual discussions with filmmakers and other special guests who address the importance of films of color and how they contribute to sharing ideas about our culture presently and from our past. In fact, during GCUFF 9, we plan to share some classic cinematic works from the 70’s and 80’s.

In this era of social consciousness, GCUFF is pleased to see others in the film industry also acknowledging that Black Films “do matter”. Streaming giants such as Netflix with over 182 billion subscribers has launched the Black Lives Matter Category, ‘Black Storytelling Matters’ that is curating dozens of films and television series created by black storytellers under the label to continue highlighting media about the Black experience.

As for GCUFF 9, “Now anyone, anywhere can experience our film festival and enjoy the many “reel life” films we have to offer,” said Dabbs. GCUFF thanks its sponsors including AARP, Dollar Bank, Tito Vodka, Jack Daniels, Ohio Regional Sewer District, and RPM International. Film passes and ticket information are now available by going to gcuff.org.

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440-822-8949 or powerfulproductions@gmail.com
WHY BLACK FILMS MATTER?

"We have Many Stories To Tell and These Festivals Are Very Important."

Actor Keith Robinson

"We Create What Doesn’t Exist And There Are People Waiting To See It."

Producer/Actor Yvette Nicole Brown

WHY BLACK FILM FESTIVALS MATTER?

"These Festivals Are Important Because Images Our Powerful!"

Producer/Actor Robert Townsend

"These Festivals Are A Way To Get Our Stuff Out!"

Producer/Actor Terri J. Vaughn
A great way to get access to the virtual screenings! A single ticket costs $10, but you can save money and gain unlimited access by purchasing a VIP All Access Pass. We have discount passes for our students and young professionals. You can also save up to $25 with the 10 ticket pass.

**VIP ALL ACCESS PASS**
Provides access to all virtual film screenings and festival events

BUY ($150)

**10 TICKET PASS**
Provides access to 10 virtual film screenings

BUY ($75)

**YOUNG PROFESSIONALS PASS**
Discount for film lovers ages 25-35. Provides access to virtual film screenings only. Event tickets sold separately.

BUY ($50)

**STUDENT PASS**
Discount for High School and College students. Provides access to virtual film screenings only. Event tickets sold separately.

BUY ($25)