

**FOR IMMEDIATE RELEASE:**

**International Short Film Festival Launches Production Partnership with Strive Tennis Academy**

*Richmond, VA - September 13, 2011* – The Moving Image Xchange (The MIX) International Short Film Festival launches a production deal with corporate partner, Strive Tennis Academy of Atlanta, GA, which will bring festival entrants the chance to compete for a winning spot as the writer and director of a new short film for the leading national tennis academy.

Writers and directors will only have two weeks to complete the winning script and director's storyboard for the tennis academy's short, which will be shot in late December and January 2012.

This production opportunity is only one that The MIX is introducing in its inaugural year. The MIX will also give the grand prize winners the opportunity to participate in a MIX production, or take the cash prize and use it towards a production of their own.

There has been a surge of short film production in recent years resulting in short film stretching beyond the more traditional platforms. With technology evolving, the traditional viewer becomes exceedingly more savvy and complex. Short films tend to flourish in this environment as they reveal the heart of a story, and one that carries an emotional impact to connect with the audience.

Short films are also being used to supplement traditional corporate commercial spots for television and new media, and more companies are utilizing short films to create social awareness and impacts in their communities. "Our aim at The MIX is to be on the cutting edge of this transition, and help writers and filmmakers be a part of the evolution," says MIX Founder, Heather Waters.

Other notable prizes that The MIX awards are to the top three inspiring writers or filmmakers who best utilize film as a medium to create awareness, social change, or bring a unique perspective to any one topic. "We're particularly excited about the Legacy XChange Award because it provides a creative platform for an entrant over the age of 65 to work with a young graduate filmmaker in the production of a new short; one that reflects both generations' perspectives," says Waters. She adds, "Through the combined lens of the two generations, we hope to see a fresh story perspective captured on film."

The MIX is an annual short film festival that awards current short film projects and brings writers and directors together to collaborate on the production of future projects.

For more information, contact: Heather Waters at [heather@themixshorts.com](mailto:heather@themixshorts.com), 3126 W. Cary Street, #605, Richmond, VA 23221, Tel: 404-281-3748, [www.themixshorts.com](http://www.themixshorts.com)

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