

21st TOKYO INTERNATIONAL FILM FESTIVAL

October 18-26, 2008 Roppongi Hills and Bunkamura (Shibuya)

NEWS LETTER

July 17, 2008

The 21st Tokyo International Film Festival

The 21st Tokyo International Film Festival (TIFF) will be held from October 18th to 26th, 2008 in Tokyo, Japan. As one of the twelve largest international film festivals officially endorsed by the International Federation of Film Producers Associations (FIAPF), TIFF has been growing steadily as an internationally-recognized film festival ever since 1985, and it continues to develop along with its affiliated market TIFFCOM.

In recognition of the fact that we, as human beings, are responsible for protecting and preserving the global environment, "Ecology" will be the theme of the 21st TIFF. To symbolize our commitment to the environment, this year's festival will feature a "Green Carpet" instead of the traditional "Red Carpet," and the ecological theme will be reflected in a variety of programs during the festival, including a new award as well as various seminars and events.

The Official Poster Visual of the 21st TIFF

The 21st TIFF unveils its official poster visual. The poster is based on "Green Earth", symbolizing the festival's commitment to the environment, and it goes with our newly-launched slogan "Action! for Earth".

Statement:

We make films. But the Earth made us.

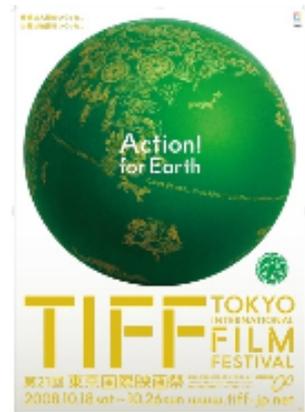
Cinema, a global language, constantly adapts to reflect its era. The greatest films inevitably address the most compelling social issues of their times.

One of the most urgent problems we now face is protecting the Earth's environment. While many individual films have grappled with how to sustain our environment, no international film festival has yet stepped up to champion this issue.

This is why we are gathering filmmakers here in Tokyo—one of the world's centers of environmentally responsible living—to think about how to care for our planet and propose solutions. We hope that our ideas will resonate far beyond the film community, contributing to the global conversation on our planet's future.

By engaging with the environmental crisis as filmmakers, we can find new ways to imagine our relationship with the Earth. Because we make films, but the Earth made us.

Action! for Earth.



Press Accreditation for the 21st TIFF

Press Accreditation will start from August 4th and end on September 22nd, 2008. Please complete the online accreditation application and submit all the information requested on the TIFF official website.

【English】 <http://www.tiff-jp.net/en/press/> 【Japanese】 <http://www.tiff-jp.net/ja/press/>

*For more information or inquiries, please contact:(E-mail) tiff-pr@tiff-jp.net

Regarding Information on the 21st TIFF

We are delighted to inform you that TIFF is putting great efforts into the dissemination of updates and interesting stories regarding TIFF and its affiliated market TIFFCOM. To receive press releases and the TIFF newsletter, please register your contact address with us at tiff-pr@tiff-jp.net