

Film competition boosts Leuka charity

FRAMEPOOL, LBBOnline and Fireflies are initiating a new global award for directors and their teams called The 2010 Framepool/LBBOnline/Fireflies Challenge.

Contestants have been asked to craft

a short movie on the topic of courage — entries will be judged by a jury of top advertising industry superstars including Jake Scott (RSA), Steffen Gentis (BBDO), Olivier Altmann (Publicis), Ringan Ledwidge (Rattling

Stick), Andy Gulliman (Saatchi & Saatchi), Barnsley (The Mill) and Piyush Pandey (Ogilvy). The deadline is May 20, 2010 and the winners will be announced in June, and honoured at the advertising industry event the Cannes Lions Festival.

Framepool, the footage collection run by film-makers, and LBBOnline, the advertising community website, created this award dedicated to the Fireflies organisation, which is committed to raising awareness and money for the Leukaemia charity Leuka. Each year amateur cyclists from the ranks of the advertising and film world participate in the Fireflies Tour and cycle across the Alps from Geneva to Cannes.

Framepool has also just announced that a wide selection of high-definition footage shot by Television de Radio-Canada News and Current Affairs is now available on its website.



Journalist Max Leonard, a member of The Fireflies