



****Media Alert****

**Filmaka Launches SAB Miller Branded Entertainment Competition
“Because Life is What You Pour Into It”**

*Filmaka’s Global Community Gets Opportunity to
Create Advertising for Major Brand*

WHAT: Aspiring writers and directors from around the world will have the opportunity to produce a project for one of the world’s largest brewing companies, SAB Miller. The company has enlisted global digital entertainment studio Filmaka to create a competition based on the theme, “Because Life is What You Pour Into It.”

HOW: Filmmakers will submit their original concepts by June 4 to Filmaka, where 15 finalists will receive \$1,500 to turn their idea into a 1-3 minute short films for SAB Miller. All final submissions will be reviewed by SAB Miller executives and Filmaka jury members. Not only will the five winners of the competition receive \$5,000 each, but may also have their film used as an online or mobile advertising for one of SAB Miller’s many successful brands including Miller Lite, Miller High Life, Miller Genuine Draft, and Dreher.

Participants must be of legal age to consume alcoholic beverages, in the jurisdiction in which they live, to enter. Additional rules and guidelines can be found on www.filmaka.com

WHEN: Wednesday, May 14

ABOUT FILMAKA

Filmaka (www.filmaka.com) is a global digital entertainment studio and robust on-line creative community for aspiring filmmakers from 95 countries on six continents. Filmaka is committed to inspiring, celebrating and rewarding creativity and talent by providing professional opportunities for undiscovered filmmakers and writers from all around the world. The unique mechanism is a series of competitions which are juried by industry leaders. Each month, Filmaka challenges its community to create original, professionally produced high-quality scripted and unscripted films, Web series, and branded entertainment, ranging from funny or provocative, to dramatic or animated. Rewards range from cash prizes to the opportunity to create content and series for traditional and digital media. Filmaka will also produce at least one feature film and documentary directed by community members.

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