



Press/Media Contacts:

Shelley Spicer, Mill Valley Film Festival
415.526.5845; sspicer@cafilm.org

Karen Larsen, Larsen Associates
415.957.1205; karen@larsenassoc.com

Clara Franco, Hamilton Ink PR
415.381.8198; clara@hamiltoninkPR.com
(Above number and email are not for publication)

FOR IMMEDIATE RELEASE

CELEBRATING 41 YEARS

Showcasing the Best in Independent and World Cinema
Thursday, October 4 – 14, 2018

**AS PART OF ITS MIND THE GAP GENDER EQUITY INITIATIVE,
MILL VALLEY FILM FESTIVAL SIGNS 5050X2020 PLEDGE**

SAN RAFAEL, CA (OCTOBER 6, 2018) – The Mill Valley Film Festival (MVFF) has signed the Gender Parity Pledge, joining the likes of Cannes, Venice, and Toronto International Film Festivals, to work towards better gender representation and inclusion in its lineup, and increase transparency of its selection process by 2020.

For the past four years, MVFF has been leading the charge in festivals towards closing the gender equity gap in Hollywood and the rest of the global film industry by providing an inclusive platform for emerging and established women filmmakers and content. This year, MVFF41 will showcase **45% women directors** throughout the Festival.

“We sign this pledge in solidarity with women across the globe—it aligns perfectly with the goals we’ve been pursuing to promote gender equity in filmmaking. We are thrilled to join as signatories,” said Zoë Elton, MVFF director of programming and founder of MVFF’s Mind the Gap gender equity initiative.

Delphine Besse, co-founder, Le Deuxième Regard, commented: “The pledge is only a first step, but a crucial one—it will provide all of us with clear and transparent information about 1) the people who make the decisions about film festival selections and 2) the diversity of films that are submitted. We look forward to working with all festivals to gather the information they have agreed to share by signing the pledge, and we will continue working towards more transparency and accountability throughout the industry.”

Created by [5050x2020](#), an offshoot of Le Deuxième Regard, the pledge strives for better gender representation and transparency by the year 2020. It was first introduced at the Cannes Film Festival in 2018, following the march up the red carpet by women from across the world.

By taking the Pledge, festival signatories promise to do the following:

1. Compile statistics of gender and race of the directors of all the films submitted to selection, and when applicable, to also compile all members of the cast and crew mentioned in the registration process of the film.
2. Make public the gender and race of all the members of selection committees and programmers as well as all programming consultants.
3. Make public the gender and race of executive boards and/or boards of directors and to commit to a schedule to achieve parity in these bodies.

-MORE-

Per the agreement, signatories will also provide 5050×2020 an update six months after taking the Pledge, and announce the progress they've made at their next festival.

The pledge was co-signed by Mill Valley Film Festival, Founder/Director Mark Fishkin and Director of Programming Zoë Elton at the 2nd annual Mind the Gap Summit, a full-day intensive session of thought leaders and creatives in the film and tech industries promoting women's inclusion in film. Dr. Stacy Smith, a visionary leader in the movement towards gender equity in the film industry and Associate Professor at USC Annenberg and Founder and Director of the USC Annenberg Inclusion Initiative, served as the Summit keynote speaker. She received the Mind the Gap award, presented by Chaz Ebert, CEO of Ebert Digital LLC, which publishes the movie review site RogerEbert.com.

About the Mill Valley Film Festival

Presented by the California Film Institute, the 41st Festival runs October 4 – 14, 2018. Locations this year include: CinéArts@Sequoia (Mill Valley), Christopher B. Smith Rafael Film Center (San Rafael), Cinemark's Century Theater Larkspur, Lark Theatre (Larkspur), and other theatres throughout the Bay Area. With a reputation for launching new films and creating awards season buzz, MVFF has earned a reputation as a "filmmakers' festival" by celebrating the best in American independent and world cinema alongside high profile and prestigious award contenders.

About the California Film Institute

The non-profit California Film Institute (CFI) celebrates and promotes film by presenting the annual Mill Valley Film Festival and DocLands Documentary Film Festival, exhibiting film year-round at the Christopher B. Smith Rafael Film Center, and building the next generation of filmmakers and audiences through CFI Education. CFI relies on the generosity of its community to sustain these core programs. The invaluable support of our sponsors, foundations, and individual donors ensures our continued success as we celebrate our 40th year. For more information please visit www.cafilm.org.

Supporters

CFI is once again proud to acknowledge the leadership support of Christopher B. and Jeannie Meg Smith and Jennifer Coslett MacCreedy, and the continued major support of Marin Community Foundation, The Bernard Osher Foundation, The Gruber Family Foundation and The EACH Foundation. We are also fortunate to have the contributions of the following Signature and Major Sponsors of the Mill Valley Film Festival: Wells Fargo, Jackson Square Partners, Project No. 9 | Truckstop Media, Lucasfilm, Ltd., Delta Air Lines, Netflix, Wareham Development, Bellam Self Storage and Boxes, and the San Francisco Chronicle.

Social Media

#MVFF41, #MidtheGap

Twitter: @MVFilmFest

Instagram: @millvalleyfilmfest

Facebook: <https://www.facebook.com/MillValleyFilmFestival>