



info@lpfilmfest.org
+856 (0)20 5682 8055

Post Office Box 1163
Luang Prabang, Lao PDR

www.lpfilmfest.org
www.facebook.com/lpfilmfest

PRESS RELEASE

19 December 2016

The Asia Foundation (TAF) and the Luang Prabang Film Festival (LPFF) launched a new video campaign to promote sustainable practices in Laos called “Love Laos: Keep it Clean” last month.

The Asia Foundation is a nonprofit international development organization committed to “improving lives across a dynamic and developing Asia.”

The Luang Prabang Film Festival is an annual celebration of Southeast Asian cinema held in the UNESCO World Heritage Town. The seventh festival occurred for six nights and five days earlier this month, 2-7 December.

The videos in the campaign are sourced from a short film competition held by the two organizations, for which the duo accepted submissions of videos made by Lao filmmakers in the Lao language addressing waste, litter, and proper disposal in the country.

From the pool of 40 applications, the first, second, and third place winners received \$1500, \$1000, and \$500 respectively. The selected top 10 films were posted on LPFF’s Facebook page along with an announcement that the video that received the most reactions, comments, and shares would win a special Viral Prize of \$500.

The winners were as follows:

1st Place: “A Thousand Year Gift” by Houmphanh Phahongchanh

2nd Place: “5 Friends with Clean Hearts” by Sonepasith Phanphila

3rd Place: “Where Does It Go?” by Sophie Vongkhamsao

Viral Prize: “Garbage Man” by Midpasa Sitthihukpanya

“Garbage Man,” the Viral Prize winner, received over 213,000 views and over 39,000 reactions, comments, and shares on Facebook. Overall, the top ten videos received over 993,000 views and 123,509 reactions, comments, and shares.

Videos range in style from documentaries displaying powerful images of litter and landfills, to comedic films that convey the importance of proper waste disposal, to dramas that touch upon emotions to inspire more thoughtful and sustainable practices.

All films can be viewed on LPFF’s Facebook at <https://www.facebook.com/pg/lpfilmfest/videos/>.

For more information about the festival, please visit <http://www.lpfilmfest.org/>.

For press enquiries, please contact Eliza Mott at eliza.mott@lpfilmfest.org.