

Beat: Entertainment

INTERNATIONAL ELEPHANT FILM FESTIVAL

THE JACKSON HOLE WILDLIFE FILM FESTIVAL

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USPA NEWS - The International Elephant Film Festival empowers worldwide public engagement efforts to inspire personal responsibility and stewardship for elephant conservation and in creating an equitable and sustainable future. The International Elephant Film Festival is presented by...

The International Elephant Film Festival empowers worldwide public engagement efforts to inspire personal responsibility and stewardship for elephant conservation and in creating an equitable and sustainable future. The International Elephant Film Festival is presented by Jackson Hole Wildlife Film Festival & United Nations/CITES (Convention on International Trade in Endangered Species of Wild Flora and Fauna)

As the largest and most magnificent terrestrial animal on our planet, the elephant once roamed through much of Africa and Asia. Over the past decade, devastating poaching of African elephants for their ivory is reducing their overall numbers, and has decimated some African elephant populations. Over the period 2010-2012, an estimated 100,000 elephants were poached for their ivory, which is a devastating figure. Industrial-scale poaching to feed the illicit ivory trade is among the most noticeable and destructive forms of wildlife crime.

In response, there has been increasing high level political support to combat these crimes as was recently demonstrated through the adoption of the historic United Nations General Assembly Resolution on tackling illicit wildlife trade.

'At a time when the elephant crisis can still be averted, it is essential to take action that empowers local engagement and personal commitment,' explained Lisa Samford, Executive Director of the Jackson Hole Wildlife Film Festival. 'Our aim is to galvanize the power of media to inspire wonder, catalyze change and move the dial on elephant conservation.'

In welcoming this unique initiative with the Jackson Hole Wildlife Film Festival, CITES Secretary-General, John E. Scanlon, said: 'We are delighted to support this global Elephant Film Festival to amplify the global calls to stop the poaching of elephants and the illicit trafficking of elephant ivory. The Festival will also capture the voices of local people from communities who are living with elephants, and seek to support them in securing a sustainable livelihood.'

The call for entries closed on January 15, 2016 and finalists were announced on early February, 2106. Winning and finalist films will be subsequently showcased extensively throughout the world, with specifically targeted countries and regions including African countries, China, Philippines, Thailand, the United States of America and Vietnam, through screening events and local broadcast stations.

The International Elephant Film Festival received more than 250 entries in 7 categories :

- Issues and solutions
- Elephant hero
- People and elephants
- Asian elephants
- Science and conservation
- African voices
- Micro-movie

Winners will be announced on March 3 at a high-level event at the United Nations Headquarters in New York to mark the World Wildlife Day. Will be provided links to the finalist and winning movies as they become available.

Source : International Elephant Film Festival

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