

PRESS RELEASE

CINEMA FOR PEACE BESTOWS HONORARY AWARD 2011 ON INTERNATIONALLY ACCLAIMED FILM THEMBA 'A BOY CALLED HOPE'

15th September 2010

The Internationally acclaimed film, **THEMBA: A BOY CALLED HOPE** will be receiving the Cinema for Peace Honorary Award, for raising awareness for the fight against Aids. The award is supported by Sir Bob Geldof, who calls the Cinema for Peace Awards the "Oscars with Brains". The award will be presented at the "**Special evening for Africa**" held by the **Cinema for Peace Foundation in New York on the 19 September 2010**. The Co-chair of the UN MDG (Millennium Development Goals) Advocacy Group Paul Kagame and the President of Ruanda will address the audience with a Keynote Speech.

Cinema for Peace has been a worldwide initiative since 2002, promoting humanity through film and showcasing cinematic work, which highlights the human condition and human values. **The Honorary Award is bestowed on a film or a person for outstanding commitment and dedication to peace building and human rights.**

Jaka Bizilj, Chairman of the Board and Founder of the CINEMAFOR PEACE Foundation, has motivated that Themba: A boy called Hope "**is a wonderful and entertaining film, that strikes a chord with its audience. With its themes of family, poverty and soccer the film is able to tell a story about AIDS that entertains and educates the audience at the same time. It's an emotional plea for an open way of dealing with AIDS.**"

Former Cinema For Peace award-winners and presenters include Nobel Peace Prize Laureate Mikhail Gorbachev, filmmakers Clint Eastwood and Michael Winterbottom and actors George Clooney and Ben Kingsley.

This is the 6th award that THEMBA has won since the film was first presented to the public internationally in June 2010. Apart from being voted best film at a number of festivals, it also won the **UNICEF CHILD RIGHTS Film Award**.

The film is a South African-German co-production and was produced by Brigid Ölen and Marlow de Mardt of DO Productions in South Africa and written and directed by Stefanie Sycholt, a South African, based in Munich, Germany.

THEMBA has received very positive press response in South Africa and abroad. Renowned South African film critic Barry Ronge said "**Themba is one of the most impressively made and honestly expressed South African films we have seen for a long time**".

Nobel Prize Laureate Archbishop Emeritus Desmond Tutu was moved by the film and said, "**It's a very good film. I hope it can get one or two Oscars.**"

Munyaradzi Vomo of the Cape Argus claims it is, "**A story of hope, of dreaming your dreams and achieving them... told with sweepingly beautiful cinematography and edgy, true-to-life performances.**"

In Germany a major TV station heralded THEMBA as "**the most important film of the summer.**"

DO Productions has partnered with Cinema for Peace to roll-out the **THEMBA Grassroots Campaign** which will take THEMBA to a broad audience throughout South Africa, reaching far beyond the cinemas into areas where people affected by HIV/AIDS will be able to have access to the film.