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Alliance Française and Denver Film Society use cinema to teach students cultural awareness More than 2,000 Denver students, 8,000 nationwide experience French culture

February 17, 2017 – Awards season is upon us and to celebrate, the Alliance Française de Denver and Denver Film Society are rolling out the red carpet for more than 2,000 Colorado students from 20 different schools. The organizations are spreading the message of cultural acceptance with the fourth annual installment of Festinema Junior, a French-speaking youth film festival.

March is the month of “Francophonie” – French speaking – and the festival is a unique opportunity for students of all ages and socioeconomic status to expand their international horizons through cinema. Festinema Junior’s program has four goals across the United States:

1. Introduce young audiences to world cinema and international cultures.
2. Integrate film as a teaching tool in the classroom.
3. Offer children of all backgrounds, status and origins an opportunity to see a foreign language film in a theater.
4. Teach young people to think critically in their film analysis.

Festinema Junior is recognized on a national basis, this year more than doubling last year’s participation totals with 15 major cities and 8,000 students across the country participating. The film festival has a special connection to Denver in 2017, with the complete national programming spearheaded by AF Denver Executive Director, Martin Lafitte. The week-long program will kick off at the SIE FilmCenter in Denver on Monday, March 6th, where hundreds of students from 6 schools will walk the red carpet, and have their photos taken like celebrities before being seated for the film showings. Dozens of other Colorado schools will take part in Festinema screenings through Friday, March 10th, with an additional day of screenings on Friday, March 17th.

Crews are invited to catch students as they walk the red carpet before being ushered into their screenings. Martin Lafitte and representatives from the Alliance Française de Denver and Denver Film Society will be available for interviews before and during the event.

The Alliance Française and program organizers would like to thank the SCFD, Colorado Creative Industries, and TV5MondeUSA for their sponsorship.

Overview

- ◆ **What:** French speaking youth film festival educates thousands through cinema
- ◆ **Where:** SIE FilmCenter
2510 E Colfax Ave
Denver, CO 80206
- ◆ **When:** March 6-10th, March 17th

About the Alliance Française

The Alliance Française is a world-wide non-profit, cultural and educational center founded in Paris in 1882. With a network of over 800 chapters in 132 countries, the Alliance Française has 107 locations in the United States alone, serving 500,000 students. The Denver center, called the Alliance Française de Denver, was founded in 1897, making it one of the oldest non-profit organizations in the Denver Metro area.

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