

ASBURY PARK ARTS COUNCIL

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Asbury Park Arts Council Announces the 'AP in 3' Film Challenge

The Asbury Park Arts Council (APAC) is pleased to announce its first annual 'AP in 3', a three-minute film challenge open to all local amateur filmmakers. Those who apply will be required to write, shoot and edit a short film about Asbury Park during a three-day period in October, utilizing a supplied theme, a specific line of dialogue and incorporating a designated location and prop. The top ten short films, as judged by a panel of independent creatives, will be screened at the House of Independents on Sunday, October 23rd. Thousands of dollars in prizes will be awarded to the top three films and one audience-choice winner.

"We know that there are filmmakers, their families and friends who enjoy the teamwork aspect of this type of challenge and this is a great way to showcase talent in our great little city," said Mike Sodano, one of the founding members of APAC. "Making Asbury Park the focus of short films allows anyone to have a voice in how the city is perceived and keeps the artform on the street." Sodano, and his partner Nancy Sabino, originally created the 'AP in 3' concept in 2014 when they were owners of the Showroom Cinema on Cookman Avenue; they ran the challenge twice and were impressed with the variety and creativity of the entries. Sodano brought the idea with him to APAC, which was successful in attracting grant funding to help underwrite the project this year.

The online submission platform, Film Freeway, will be utilized for the challenge and applications can be found through APAC's website: asburyparkartscouncil.org. There is a \$25 entry fee, but no one should feel that the cost is a barrier as there are discounts and sponsorships available to help with the entry fee. The actual filming timeframe will start at 6pm on Thursday, October 13th when filmmaker kits will be sent via email to all applicants and will end at 6pm on Sunday, October 16th, the time by which all films will need to be uploaded

Carrie Turner, Executive Director of APAC said, “It is our hope that there is participation from a wide range of individuals and organizations; Asbury is full of artists and characters alike and we expect to see that represented in the submissions. Since films can be shot on such widely available tools as your cell phone, almost anyone is able to take part in the challenge. APAC looks forward to growing AP in 3 to become an annual event that showcases the creative spirit that is found in every corner of our city.”

Start thinking about how you’d like to tell your story of Asbury Park and apply to be a part of this year’s AP in 3. Mark your calendar for this cinematic weekend in October.

Tickets for the premier screening on the 23rd will be available soon on the Film Freeway website – www.FilmFreeway.com/APin3 – and cost \$5.

The Asbury Park Arts Council is a 501c3 group formed to advocate for and promote arts and culture initiatives in the city. For more information on APAC: www.asburyparkartscouncil.org