

**PLANET IN FOCUS AND USC CANADA ANNOUNCE
THE 2016 SEED PITCH COMPETITION AWARD WINNERS**

Noé Sardet & Jean-Marc Abela winners of the \$7000 Seed Pitch Competition

FOR IMMEDIATE RELEASE:

Toronto – May 30, 2016

Planet in Focus (PIF) and USC Canada are pleased to announce that Director Jean-Marc Abela and Producer Noé Sardet have been chosen as winners of the 2016 Seed Pitch Competition. Abela and Sardet will receive \$7000 to create the short animated film “*THE STORY OF LUCIO, the seed who could see into the souls of others*”. Filmmakers were called upon to pitch a short 2 to 3 minute film that shed light on the critical role that bio-diverse seeds play in feeding us and in nurturing our planet. The Seed Pitch winner was decided by a jury of representatives from USC Canada, Planet in Focus and members of the film industry. USC has provided the cash prize and the winning film will premiere at the 17th annual Planet in Focus International Environmental Film Festival, which runs from October 19th to 23rd, 2016.

Seeds play a crucial role in sustainable, resilient, eco-friendly and healthy food systems around the world. However, they are complex and too little is known about them. Their story is now in the creative hands of Jean- Marc Abela and Noé Sardet – who will help introduce the legacy and power of seeds to wider audiences to cherish and share.

“We are thrilled that Planet in Focus has been able to participate in this exciting new program to expand our support of Canadian filmmakers in creating environmentally themed films. We received many incredibly strong applications, but Abela and Sardet’s concept for “*THE STORY OF LUCIO*” truly captured our imaginations. We are looking forward to premiering it at this year’s festival.” - Anne Mark, PIF Executive Director

“We are very excited that USC found our story to be compelling for their outreach! Seeds and ecological farming are issues close to our hearts and we jump on any chance we get to shine a bit of light on these important matters. We are honoured to be a part of this partnership with Planet in Focus Film Festival which is the perfect venue to premiere this film. We are very much looking forward to participating to the 2016 edition.” - Jean-Marc Abela and Noé Sardet

Details can be found at www.planetinfocus.org



About USC Canada & the I Am A Seed Saver Campaign:

USC Canada works with small-scale farmers in 12 countries including Canada to grow healthy food in ways that work with nature, build ecosystem resilience, and protect biodiversity. Explore USC Canada's website for ideas at usc-canada.org and their iamaseedsaver.org campaign.

About Planet in Focus

Planet in Focus is a non-for-profit, charitable organization whose mission is to promote environmental education by raising awareness of critical environmental issues through a variety of media-based initiatives including; *Planet in Focus International Environmental Film Festival*, *Green School Tours*, *Eco-Film Lab* and the *PIF Student Film Festival*. The *Salon Vert* screening series showcases the best environmental films from Canada and around the world.


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