

Idris Elba named American Black Film Festival ambassador

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Film Life, Inc., a New York-based event marketing, production and distribution company, has named popular actor Idris Elba as ambassador of the 14th Annual American Black Film Festival (ABFF), to be held in Miami on June 23-26. The ABFF is an "international marketplace" for films that showcase the best new work by and about people of African descent. The role of the ABFF ambassador is to "broaden public awareness of the festival as well as its mission," which is "to encourage collaboration and support between Hollywood and the independent film community."

"It is my honor to serve ABFF in this capacity," states Elba. "It was this very platform that allowed me to be cast in the starring role of Rev. Charles Fran in the drama film, 'The Gospel,' which is an independent film. Jeff Friday's vision and passion allows actors such as myself to emerge and become successful in this business."

In addition to a wide variety of film screenings, the ABFF will feature master

classes on cinematography (by Cliff Charles), screenwriting (Steve Duncan) and "The Art of Filmmaking" (TBA), as well as symposiums including "Inside Nickelodeon" and "Making Movies that Make Money."

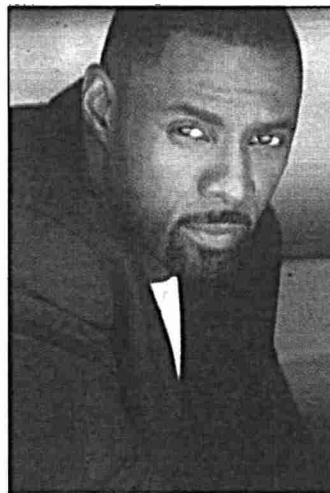
"A Conversation with Idris Elba," a candid conversation with the talented and charismatic star of films such as "Obsessed" and "Daddy's Little Girls," will allow film buffs a rare opportunity to get up close and personal with the festival ambassador. Elba will next be seen in the action thriller "The Losers," co-starring with Zoe Saldana, Chris Evans and Jeffrey Dean Morgan. The film is due for release at the end of this month. Later this year, he will return to the screen in "Takers," again starring opposite Saldana.

ABFF's Founder and CEO Jeff Friday states, "I am honored to have Elba as ambassador of this year's festival. He is a gifted performer, and has been a loyal supporter of ABFF. His passion for filmmaking and his appreciation of the many creative talents around us represents the very essence of our festival."

Established in 1997, the

core mission of the ABFF is to promote cultural diversity within the motion picture industry by strengthening the Black filmmaking community through resource sharing, education, artistic collaboration and career development. Through its film showcases and special contests, it annually introduces the top echelon of emerging artists to the film and television industry. For festival information, updates and registration visit www.abff.com.

Eurweb.com contributed to this report.



Actor Idris Elba will star in the upcoming film, "The Losers," with Zoe Saldana.

- FILE PHOTO

