CLEAR THE AIR Film Fest Showcases short films by youth on Health and the Environment

(San Francisco, CA) Last Thursday, March 5, Breathe California presented the 4th Annual CLEAR THE AIR FILM FEST (CTAFF) at San Francisco’s New People Cinema. The event featured a wide range of short films produced by youth and the general public addressing issues relating to climate change and lung health.

Actor Mark Ruffalo, who was among the film fest’s judges panel found each of the short films to be “well made and engaging.”

“I was pleasantly surprised by these film makers and all the ways they chose to express themselves,” says Ruffalo. “From very high tech pans and low light photography to making a film on an Iphone, animation, pristine editing, moving interviews and personal stories were all used to great effect.”

In addition to Mark Ruffalo, this year’s esteemed judges panel included actress Q’orianka Kilcher; former youth fellow of the Alliance for Climate Education, Pablo Gomez; Breathe California’s Tobacco Program Director, Jelissa Parham; and the Bay Area Air Quality Management’s Communications Officer, Lisa Fasano.

2015’s Winning Films Are

- Youth Category | “Hydropower and How it Can Help Reduce Climate Change”
  East Bay Innovation Academy/Chabot 2015: Malachi DelRoasario, Andrew Ignacio, Tiara Wilkerson

- College Category | “Keystone XL: Continuing the Fight”
  San Jose State University: Wesley Hobbs, Joseph Montoya

- General Public Category | “Our Power in Full Force”
  Survival Media Agency: Kay Cuajunco, Bunker Seyfert, Shadia Fayne Wood

“We are in the brave new world of story-telling, says Ruffalo. “These young people with these message-based films are the cutting edge of a new generation of film artists.”

The Film Fest began in 2012 with the goal of encouraging youth involvement in the future of clean air and healthy lungs in the Bay Area. Participants are invited to share their creativity and perspective in addressing and advocating for improved public health through the medium of film. The film submissions can be viewed at www.cleartheairfilmfest.org

Since 1908, Breathe California, Golden Gate Public Health Partnership and its predecessors have worked to reduce the impact of lung disease through direct service, advocacy and research that creates individual, institutional and community change for better breathing and better living. To learn more, please contact (650) 994-5868 or visit www.ggbreathe.org.

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