



24-Hour Video Race begins May 14, 2010  
Angelika Film Center at Mockingbird Station in Dallas

For press information:  
Taylor-Made Press  
Lisa Taylor, 214-914-1099  
[lisatmp@swbell.net](mailto:lisatmp@swbell.net)

What can happen with a 24-hour burst of creativity? The 24-Hour Video Race strives to find the answer. The 9<sup>th</sup> Annual 24-Hour Video Race, presented by The Video Association of Dallas, will commence at the Angelika Film Center in Mockingbird Station at 11:59 p.m. on Friday, May 14, and end 24 hours later at 12-midnight on Saturday, May 15. The Angelika Film Center is at 5321 E. Mockingbird Ln. For information, visit <http://www.24hourvideoracedallas.com> or call 214-428-8700 or email [videorace@videofest.org](mailto:videorace@videofest.org).

The screenings of the work of all the entrants will be Tuesday-Thursday, May 18-20 with the finalists screened on Monday, May 24 at the Angelika Film Center. The winning videos will be shown at the 23<sup>rd</sup> annual VideoFest in September and also on KERA –TV Channel 13’s program “Frame of Mind.” Team members should bring Race lanyards for admission to the screenings. (This includes teams who did not finish the Race.) Members of the general public can also attend. Admission is \$5 for adults and \$3 for children 12 and under. The screening schedule will be posted the Monday after the race.

Dallas film and video makers of all levels of experience are invited to participate in the race, both creatively and literally. Teams that do not make it to the finish line at midnight will not be included in the judging, All teams will be assigned four critical elements: one theme, one prop, one location and one line of dialogue.

Anyone with a camera and the willingness to race can participate. Past teams have included elementary school students to professional filmmakers. Student teams compete against other student teams and adult teams are categorized by team size rather than skill level.

The 24-Hour Video Race’s teams are divided in to five categories:

Pixelvision	K-12 Teams
Futurevision	Current College/University students and recent graduates
Auteur	Professional or amateur teams of 1 or 2 members
Guerilla	Professional or Amateur teams of 3 to 5 members
Hollywood	Professional or Amateur teams of 6 or more members

The 9<sup>th</sup> Annual 24-Hour Video Race sponsors include Red Bull, Texas Commission on the Arts, Texas Film Commission, Dallas Film Commission, Brad Abrams Glass, The Music Factory, Alford

Media, National Endowment for the Arts, Office of Cultural Affairs, City of Dallas, Mid-America Arts Alliance and Angelika Film Center.

In 2009, 80 teams participated and 76 finished on time. Over a thousand filmmakers and crew have raced across the finish line over the history of the race.

**ABOUT VIDEO ASSOCIATION of DALLAS:**

The mission of the Video Association is to promote an understanding of video as a creative medium and cultural force in our society, and to support and advance the work of Texas artists working in video and the electronic arts.

The Video Association of Dallas (VAD) is a 501(c)(3) organization incorporated on April 25, 1989. It began in 1986 as a weekend event, "Video As A Creative Medium", presented at the Dallas Museum of Art by independent curators Barton Weiss and John Held. That first event, which included two nights of video by selected local and national video artists, was a great popular success, which led to the founding of the Dallas Video Festival (DVF) in 1987. Video Association of Dallas presents the 24 Hour Video Race and other programs throughout the year. For press information, please contact Lisa Taylor at 214-914-1099.