



**THE ELFENWORKS FOUNDATION AND CAMPUS MOVIEFEST ANNOUNCES
WINNERS OF NEW FILM CATEGORY FOCUSING ON CREATING
AWARENESS FOR DOMESTIC POVERTY ISSUES**

**Elfenworks Social Justice Category at World's Largest Student Film Festival Brings
Students Nationwide 'In Harmony With Hope'**

NEW YORK (May 5, 2008) – In New York City's Hudson Theatre on Saturday, May 3, The Elfenworks Foundation (TEF) along with Campus MovieFest (CMF) recognized top student filmmakers from across the country for their visions towards eradicating domestic poverty. The winners of the new Elfenworks Social Justice category were announced at CMF's national grand finale, with all winning movies set to play during Virgin Atlantic flights throughout the summer.

The new Elfenworks Social Justice category called on thousands of students at colleges nationwide who participate in CMF's moviemaking events, to visually capture the stories of those individuals/groups responding to the issue of domestic poverty 'right next door.' CMF, an international student film festival, provided teams of student filmmakers with the latest equipment and training as part of week-long events hosted at each participating school.

The winning movie, coming out of Emerson College in Boston, aptly titled "The Street Crusade," features not only a powerful message related to nonviolence and volunteerism, but showcases an inspiring message of transformation by telling the story of formerly afflicted individuals that have changed their own lives. Other finalists included "Volunteer" which tells the moving trans-generational story of an unlikely literacy volunteer, "The Art of Overcoming Poverty," and "Face of Poverty," made by Columbia University students, recognized for its artistic take on the issue of poverty by vividly contrasting the 'haves' and 'have nots' living side-by-side in New York City. The top prize granted the students \$10,000, while each of the three finalists received a \$2,500 award.

Says Lauren Speeth, CEO of The Elfenworks Foundation: "Really all the films deserve recognition! Our whole team was moved by the powerful visions and messages these students were able to capture in their movies, it was tough to pick just one. Each and every one of them has started a ripple of change – we look forward to continuing to see how these ripples will continue to spread and motivate others to also take action!"

The Elfenworks Foundation, as a creatively based organization currently charged with the mission of bringing domestic poverty to the top of the American agenda, strongly believes in

the power of film and will soon be releasing *A Concert For Hope*. The concert, featuring music written especially for *A Concert For Hope*, celebrates the launch of an innovative web-based center for trend and other breaking research data on poverty, *inequality.com*, at the Center for the Study of Poverty and Inequality at Stanford University. It also serves as a call-to-action for us all to take on the pressing issue of domestic poverty as has been done with the issue of global warming. The trailer for this new film premiered at the Campus MovieFest grand finale.

About The Elfenworks Foundation: The Elfenworks Foundation was created in an effort to support non-governmental organizations (NGOs) in innovative and unconventional ways. We strive to be *-In Harmony with Hope-* by shining light on causes that benefit humanity. In affiliation with U.S. centers of academic excellence, our multi-faceted, creative and hardworking team of social entrepreneurs and advisors draws on expertise in communications, technology, film, music, law, and business administration to empower the nonprofits we serve; we remove obstacles, help strengthen program and business-model capacities, build infrastructures, forge alliances, and raise awareness about these organizations and our shared agenda. In this way we work in harmony towards our common goal of positive, measurable, and sustainable change. Our current goal is to ameliorate domestic poverty and provide new hope for the disenfranchised here at home. For more information, visit www.elfenworks.org.

About Campus MovieFest: Like a story from a classic Hollywood film, Campus MovieFest (CMF) came from humble beginnings before becoming the world's largest student film festival and the premier outlet for today's greatest student filmmakers. In 2000, four friends attending Emory University set out to make a difference by providing Apple laptops, camcorders, and a week for students to translate their stories onto film. More than 100,000 students around the world have since participated, receiving all the necessary technology and training for free thanks to corporate partners. The 2007 - 2008 CMF Tour includes 35 events nationwide featuring 50,000 student-made movies, red carpet finales and over \$400,000 in prizes. Additional information and thousands of CMF films are available online at www.campusmoviefest.com.

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