

**BET Networks To Sponsor BronzeLens Signature
All Shorts All Day Event At 2016 Film Festival**

Films Directed and Produced By Emerging to Seasoned Filmmakers and Competing Best in
Class Film Shorts Will Be Showcased.

Distinguished Panel to Curate BET Networks Official Selections



NEWS RELEASE

For Immediate Release:

ATLANTA---August 13, 2016 -- **BronzeLens Film Festival** (BronzeLens), which has grown to become a premiere international festival offering world class content for filmmakers, industry professionals, students and the general public has confirmed **BET Networks** as the returning sponsor of its signature **All Shorts All Day** event. **All Shorts All Day** will take place **August 25, 2016** at the **Atlanta Marriott Marquis**

“We are thrilled that **BET Networks** will be our marquee sponsor for the **All Shorts All Day** event, which will be a full day of screenings of official 2016 **BronzeLens** short films,” says **BronzeLens** Executive Producer, Kathleen Bertrand.” Bertrand continues on to note that, “this sponsorship increases **BET Networks’** presence at **BronzeLens Film Festival** and allows **BronzeLens** to offer free to the public, film entertainment in Atlanta’s revitalized Downtown Business District.”

A panel of judges from **BET Networks** will determine official **All Shorts All Day** selections.

Now in its seventh year, The **BronzeLens Film Festival** will take place **August 25 - 28, 2016** at the **Atlanta Marriott Marquis, located at 265 Peachtree Center Avenue, Northeast**. “Our new dates will allow BronzeLens to align more closely with both early fall film releases, as well as the fall TV season”, said Kathleen Bertrand, Executive Producer, BronzeLens Film Festival. “I am thrilled about celebrating our 7th year and our multifaceted programming designed to empower, entertain and educate attendees from various film industry disciplines, students and the general public.” Over the course of four days, **BronzeLens** producers will host the who’s who of the film production industry, film lovers, actors, as well as prospective new filmmakers. The event will foster an opportunity for attendees to share a creative platform of education, entertainment and empowerment with discussions related to film and television and the production of both.

ABOUT THE BRONZELENS FILM FESTIVAL

Since its inception, BLFF has evolved into one of the leading film festivals showcasing films about and created by people of color in the United States. BLFF has gained international recognition among film production professionals, emerging filmmakers, actors and various publics seeking a top tier film festival experience. Highlights include a wide array of expert panels, workshops, domestic and international film and web series screenings as well as signature events. World-class festival content and unparalleled southern hospitality reflect BLFF’s major contribution to Atlanta’s unique position as the Film Capital of the South.

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Founded in 2009, The BronzeLens Film Festival of Atlanta, Georgia is a non-profit organization dedicated to bringing national and worldwide attention to Atlanta as a center for film and film production for people of color. Its mission is twofold: to promote Atlanta as the new film Mecca for people of color; and to showcase films and provide networking opportunities that will develop the next generation of filmmakers.

Visit www.bronzelens.com for more information regarding the BronzeLens Film Festival and for registration information.

ABOUT BET NETWORKS

BET Networks, a subsidiary of Viacom Inc. (NYSE: VIA, VIA.B), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: BET.com, a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, a 24-hour entertainment network targeting the 25- to 54-year-old African-American audience; BET Digital Networks - BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Event Productions, a full-scale event management and production company with festivals and live events spanning the globe; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET in the United Kingdom and oversees the extension of BET network programming for global distribution.

Media Credentials

Approved media representatives who have **RSVP'd** in advance and received written confirmation from **Terri Vismale-Morris** or **Tina Spencer** will have access to interview areas, and red carpet arrivals. This includes media opportunities with filmmakers, honorees, panelists, festival producers and other special guests of BLFF. All media must email tvorris@bronzelens.com to request access to cover these opportunities. For more information regarding the BronzeLens Film Festival visit www.bronzelens.com.

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