



ABOUT MIFF

Founded by independent film makers, MIFF does all it can to be the most **film maker friendly** festival there is. Mostly because we know how exclusive, anonymous and unapproachable most big film festivals can seem, and that kind of environment can really frustrate and discourage an indie film maker.

Keeping submission fees less than **one tenth** of what some festivals this size do, encouraging local talent, holding workshops with industry leaders, and keeping the festival competition **all-Canadian** are just some of the ways that MIFF is helping the burgeoning digital indie movement help raise the bar for what the world expects from Canadian film. As the meeting place for the next generation of film professionals, MIFF is also taking a founding step toward eco-friendly film making, by pioneering the [Film Vert](#) initiative, in an effort to create a film festival with a **zero carbon footprint**.

This festival has names, faces and people who want to see your film get the **exposure** it needs and deserves. Between the MIFF **Film Market**, the festival juries stacked with professional contacts, and industry parties at and leading up to the festival, our aim is for MIFF to let you meet the people you need to get your film out there. Producers, investors, distributors, whomever you are looking to meet, MIFF is designed to **get you in the door**. Film maker, we feel your pain, because **we've been there, too**.

INDEPENDENCE

When the Sundance Film Festival opened its doors in the 1980's, a new wave of film maker was brought to the Hollywood party: **the independent art house director**. Able to make a movie without the millions from the studio system, but from private

investors, the art house director could touch on subjects that the big studios thought were too risky or taboo. Soderbergh, Anderson, Roth, Tarantino, some of Hollywood's brightest stars have come from the world of **Independent Film Making**.

30 years later, technology is on the side of every would-be filmmaker with a Handicam and a Mac, and millions of dollars to make a film seems laughable to anyone with a YouTube account. So now, in this age of **true independence**, Mississauga Independent Film Festival has been born to give the independent director a **showcase at last**.

FILM VERT

With Earth's eco-system at a delicate point in history, any conscientious project or undertaking needs to seriously think about **sustainability**.

As a leader on the world stage, Canada has - and by extension Canadians have - a responsibility to make headway in cutting greenhouse gas emissions, and right here in Mississauga the phasing out of legacy energy sources is a step in the right direction, and with the availability of **green alternative** products and eco-friendly technology, it's easier than ever for everyone to make educated decisions and purchases to help slow and reverse the effects of global warming. That's why MIFF's programme takes place at Mississauga City Centre, taking advantage of the various pedestrian-friendly spaces, theatres, restaurants and bars, helping to curb unnecessary traffic and emissions. On top of it all, the official MIFF-mobile is a bright red **Smart fortwo**.