**[FILM FESTIVAL NAME] JOINS FILM FESTIVAL COLLECTIVE**

**XFINITY ON DEMAND CHANNEL TO FEATURE SHORT CONTENT
FROM SEVERAL OF THE SOUTHEAST’S PREMIERE FILM FESTIVALS**

**[CITY, STATE]** — The [FILM FESTIVAL NAME] proudly announces a partnership with the Film Festival Collective. The XFINITY On Demand program will feature short films and other quality content from a variety of film festivals across the Eastern United States. The program spans thirteen states and is available to millions of XFINITY customers in Alabama, Arkansas, Florida, Georgia, Illinois, Indiana, Kentucky, Louisiana, Michigan, Mississippi, South Carolina, Tennessee and Virginia. "Comcast has a proud tradition of supporting the arts in our communities, and we are fortunate to offer products that are capable of bringing them closer to our customers," said Walker Anderson, Head of Partnership Marketing in the Comcast Big South Region.

[Paragraph describing FILM FESTIVAL]

Filmmakers who participated in previous editions of [FILM FESTIVAL NAME] will work with the organization to lend their works to the On Demand collection for a limited time. [FILM FESTIVAL NAME] will leave its mark on the Collective with its programming personality and expertise. “We’re excited to be a part of the Film Festival Collective,” said [REPRESENTATIVE NAME], [REPRESENTATIVE TITLE OF FILM FESTIVAL]. “Our fans will get the chance to revisit favorite movies from past events, and our filmmakers will be able to reach a new audience.” Films from the festival to be included in the Collective will stretch across genre lines including animation, comedy, documentary, drama, horror, sci-fi, music videos, and beyond.

All Film Festival Collective content will be available at no additional cost to XFINITY subscribers within the region. The program is available on both the original Comcast On Demand platform as well as the new X1 platform. With X1, subscribers can access content using voice commands on their X1 remote control. "The combination of the Festival Collective program and our new X1 Entertainment Operating System represents an enormous push forward in our ability to leverage the scale and diversity of content and sources for the enjoyment of the partners and customers we serve," Anderson added.

Although individual film festivals supply their own unique film content, the entire program is curated by the Atlanta Film Festival (ATLFF). A 40-year-old Academy Award-qualifying film festival located in Georgia’s capital city, ATLFF is one of the oldest and largest festivals in the Southeast and has become known for its strong short film programming. In addition, ATLFF has enjoyed over six years in partnership with Comcast, including previous On Demand platforms.

Twelve festivals join ATLFF in the Collective: Charleston International Film Festival, Homespun Series, Indie Grits Film Festival, Indie Memphis Film Festival, Knoxville Film Festival, Macon Film Festival, Nashville Film Festival, Out on Film, Oxford Film Festival, Ozark Foothills Film Fest, Philadelphia Film Festival and Sarasota Film Festival.

For more information about Film Festival Collective, visit [www.filmfestivalcollective.com](http://www.filmfestivalcollective.com)

For more information about [Film Festival name],visit [film festival website]

For more information about the Atlanta Film Festival, visit [www.atlantafilmfestival.com](http://www.atlantafilmfestival.com)

For more information about XFINITY/Comcast Cable, visit [www.comcast.com](http://www.comcast.com)

**About the [FILM FESTIVAL NAME]**Boilerplate

**About the Atlanta Film Festival**

The Atlanta Film Festival, now in its fourth decade, is an Academy Award qualifying festival and one of the region’s largest and longest-running preeminent celebrations of cinema in the Southeast United States. Over 25,000 festival attendees enjoy independent, animated, documentary, and short films each year, selected from over 3,500 submissions from more than 100 countries. The Atlanta Film Festival schedules screenings, discussions, workshops and panels year-round to keep cinema top of mind and the arts & culture community talking. Major funding for the Atlanta Film Festival is provided by XFINITY, MailChimp, REVOLT and the Fulton County Board of Commissioners under the guidance of the Fulton County Arts Council.

**About XFINITY and Comcast Cable**
Comcast Corporation (Nasdaq: CMCSA, CMCSK) ([**www.comcast.com**](http://www.comcast.com/)) is one of the nation’s leading providers of entertainment, information and communications products and services. Comcast is principally involved in the operation of cable systems through Comcast Cable and in the development, production and distribution of entertainment, news, sports and other content for global audiences through NBCUniversal. Comcast Cable is one of the nation’s largest video, high-speed Internet and phone providers to residential and business customers. Comcast is the majority owner and manager of NBCUniversal, which owns and operates entertainment and news cable networks, the NBC and Telemundo broadcast networks, local television station groups, television production operations, a major motion picture company and theme parks.

###