

AAFCA 2011 AWARDS

Richard Roundtree, Hattie Winston and George Lucas to receive AAFCA 'Special Achievement' Awards

The African-American Film Critics Association (AAFCA) has announced that iconic actors Richard Roundtree and Hattie Winston, and legendary filmmaker George Lucas will be presented with Special Achievement Awards for their lifetime accomplishments and contributions to cinema during the organization's annual awards dinner on Sunday, January 8, 2012 at the historic Helms Bakery in Culver City, CA.

The 2011 AAFCA Awards will be announced during a press conference on Monday, December 12, 2011 at the Univerdal Hilton Hotel and the accolades will be formally presented at the January ceremony.

"AAFCA is thrilled and honored to

bestow recognition to these three incredible talents," said Gil Robertson IV, founder and president of the organization. "Each of our special honorees are pioneers whose work has transformed the face of the cinema arts."

The event, which will also include special tributes to the Tuskegee Airmen and the historical contributions of African-American house maids, will again be hosted by veteran TV journalist Kevin Frazier ("The Insiders").

The AAFCA Awards will be produced by writer-director Kevin Swain with Kenneth R. Reynolds and Robertson.

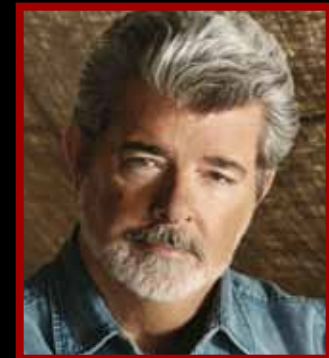
Founded in 2003, AAFCA is the film industry's premier African-American film critics group.



RICHARD ROUNDTREE



HATTIE WINSTON



GEORGE LUCAS

AAFCA introduces its 'Seal of Approval'

The African American Film Critics Association recently unveiled its "Seal of Approval" program for filmmakers and film distributors with product entering the marketplace. AAFCA's "Seal of Approval" is given to select titles that meet specific quality standards by the association's membership of top African American film critics.

"The AAFCA seal is a merit mark that provides a huge marketing advantage for films about or created by black filmmakers," says the group's V.P., Daryle Lockhart. "The films selected to be a part of this program will benefit by the use of our physical seal on their product and also the marketing muscle provided by our organization."

"Black filmmakers should applaud AAFCA as a tremendous resource for filmmakers and film marketers alike," says Ava

DuVernay, who directed the recent indie box office hit, "I Will Follow". "The organization provides knowledge, community outreach and unbridled enthusiasm for those committed to furthering and fostering black cinema."

The first film selected to receive the AAFCA Seal of Approval is the Swirl Films and Up To Parr Productions comedy "35 & Ticking," directed by radio personality Russ Parr. The film, which enjoyed a robust theatrical run, was recently released on the home video market by Image Entertainment.

"In releasing my film, '35 & Ticking,' I was delighted to work with the members

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■ Margena Christian (Johnson Publications)

A senior writer for the venerable Johnson Publishing Company, Margena Christian has built a distinctive career in the media.

As the only editor in the publishing company's history to have written for EBONY, JET, EBONY Man and EBONY South Africa magazines and EBONY.com, Margena has covered a wide spectrum of lifestyle issues ranging from arts/entertainment, fashion, education, health and relationships.

During her career she has attended the Academy, Grammy and NAACP Awards and interviewed Oscar winners Halle Berry, Louis Gossett Jr., Cuba Gooding Jr., Jennifer Hudson, Denzel Washington, Forest Whitaker and Mo'Nique.

In 2008, Tyler Perry personally requested her to pen his EBONY cover story in 2008. In 2009, she was tapped to spearhead JPC's ground coverage in Los Angeles following the untimely death of King of Pop Michael Jackson. Christian also wrote the history of EBONY Fashion Fair and the EBONY tribute story to its founder, Mrs. Eunice W. Johnson.

Widely sought after as a pop culture expert, Margena has E!, The Biography Channel and CNN, Margena also works as an adjunct English professor at two of the City Colleges of Chicago. A proud member of Sigma Gamma Rho Sorority, Inc., Christian is a recent recipient of her alma mater, National-Louis University's (NLU) Distinguished Alumni Award.

The St. Louis native has been a member of AAFCA since 2009 and presented a Special Achievement Award to Roger Ebert at the 2010 AAFCA Awards Show.

■ Seal of Approval

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of the AAFCA", says Parr. "The organization was the first to screen my film, which has given me a tremendous advantage. I appreciate their seal of approval on my work, and I look forward to a continuous working relationship."

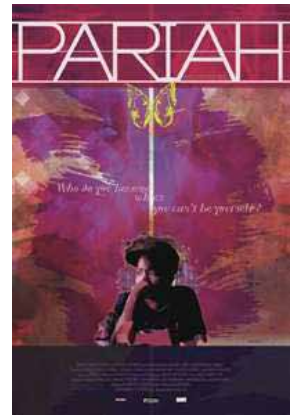
According to Lockhart, the organization is currently in talks with several studios and film distributors to make the seal available.

For more information visit www.aafca.com

Sneak Preview

■ PARIAH (Focus Features)

A provocative drama by director Dee Rees, "Pariah" tells the story of a 17-year old African-American teenager, Alike as she makes her journey to embrace her lesbian identity. Featuring a terrifically strong and multi-layered performance by Adepero Oduye in the lead role, who receives strong support from veteran actors Kim Wayans and Charles Parnell, the film was awarded the Excellence in Cinematography Award at the 2011 Sundance Film Festival. It's scheduled for nationwide release on Christmas Day.



AAFCA Executive Team

Gil L. Robertson IV - President

Darryl Lockhart - Vice-President, East Coast

Kathy Williamson - Vice-President, West Coast

AAFCA Advisory Board

Russell Williams - Oscar winner;
Professor, American University

Darrell Miller - Fox, Rothschilds, LLP

Latanya Richardson - Actress, Philanthropist

W. Stephen Temple - Pres., Business Affairs Mgmt., Inc.

Demille Halliburton - Sterling & Sterling

Debra Langford - NBC/Universal

Ava Duvernay - Filmmaker; Pres., DVA Media & Marketing

Vicangelo Bullock - Pres., NAACP - Beverly Hills/Hollywood

Asante Bradford - Georgia Film, Music & Digital Entertainment

Charles Judson - Atlanta Film Festival

AAFCA'S MISSION

The African American Film Critics Association (AAFCA), is the nation's premiere film critic's group dedicated to providing a safe-haven of support and respect for African-American film journalists and the black filmmaking community. Established in 2003, our membership actively reviews cinema at-large, with a particular emphasis on films produced, written, directed and starring, persons from the African Diaspora. Our members are also involved in our advocacy work that includes programming for students interested in film criticism and journalism.