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AND YOU DON'T *STOP!*

THE PEOPLE'S FILM FESTIVAL CELEBRATES

Hip-Hop's 50th Year Anniversary

For the 12th ANNUAL PEOPLE'S FILM FESTIVAL

JUNE 1 - JUNE 4, 2023

[New York, NY – January 16, 2023] In celebration of Hip Hop's 50th Year Anniversary, The People's Film Festival (TPFF) introduced a new category—**micro|short|reel**, for the **"And You Don't Stop" 90 Second Challenge**. Filmmakers, Producers, Artists, Musicians, and Creators of all levels are invited to submit their **micro|short|reel** to compete in our **"And You Don't Stop" 90 Second Challenge** for a chance to win up to \$500 in cash awards & prizes.

We challenge creatives tell us YOUR STORY in 90 seconds or less using today's integrated digital & immersive social media formats (i.e., video, photos, reels, music). Tell us how you **"did not stop"** on your quest to success. What **"kept or keeps"** you going? How did you overcome obstacles in your life? or "What is (or was) your biggest challenge and how are you still challenging yourself? This can be a mini doc, animation, music video or simply sitting in front of the camera. Entries should be engaging, informative and have an impact on your audience. Finalists will be selected by our team of judges which will be screened at the **12th Annual People's Film Festival in New York City**. Winners will be announced at **The People's Awards**.

The "And You Don't Stop Challenge" is Open to Everyone!

Submissions Are Open

The deadlines to submit ALL U.S. & international films including the 90 Second Challenge for the **2023 People's Film Festival** are as follows:

SUBMISSION DEADLINES:

March 27, 2023—Regular Entry Submissions deadline for All Categories

April 16, 2023—Late Entry Submissions deadline for All Categories

ALL ENTRIES MUST BE SUBMITTED via FILM FREEWAY & select the "AND YOU DON'T STOP" Challenge category.

[SUBMIT HERE via FILM FREEWAY](#)



For More Information about the 90 Second Challenge, entry fees deadlines visit

www.thepeoplesfilmfestival.com

To keep track of all **2023 People's Film Festival** announcements, follow us

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MORE ABOUT THE FESTIVAL

The People's Film Festival an initiative of The People's Media, Music & Arts Foundation (TPMMAF)—which is a 501(c)3 non-profit corporation whose purpose is to promote awareness in independent film, technology, media, music, and art across the globe while encouraging those—particularly in the Harlem New York area, to develop a greater appreciation and understanding for cultural diversity in media.