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NEW LOOK FOR UP AND COMING WILMINGTON FILM FESTIVAL

WILMINGTON, N.C., May 2nd, 2022 – Formerly known as Chick Flicks and Cinema Sisters, a Wilmington film festival changes its name, logo, and overall branding to better serve its mission and growth. In its sixth year, Uptilt Film Fest announces that it has completed a significant rebranding with the help of Be Brave Creative marketing agency.

The festival’s new look is retro-inspired, highlighting a film camera colored in blue hues. Uptilt’s logo is new, improved, and fitting for all the festival has and hopes to accomplish. This rebrand engages a new audience, hopefully enticing and welcoming male and younger viewers. In doing so, Uptilt Film Fest reinforces that this is not a festival for women’s issues—it’s for their stories. And with the current lineup, there’s a story for everyone to enjoy. The festival screens 49 films ranging in genres from animation, horror, comedy, drama, and more in a seven-block series!

The previously female-centric named festival now has a new alias, Uptilt Film Fest. Inspired by a filming technique where a camera pans upward on an essential character, Uptilt Film Fest mirrors the definition. This festival sets out to shine a light on stories that need and deserve to be heard. By showcasing female and gender-expansive writers and directors, Uptilt Film Fest emphasizes the importance of closing the gender gap in the film industry and proves these stories are not only crucial but quality entertainment.

Tricia Ireland, Executive Director , talks excitedly about the plans for Uptilt Film Fest. With many visions down the road, Uptilt’s dedicated team is adamant that the festival will go far.

“Festivals are typically industry, community, or location-centric,” says Ireland, “and I think, being in Wilmington, we have the opportunity to become a little bit of a hybrid of all of that.”

The weekend event promises to be a film festival for everyone, and that's only the beginning. There is so much more to come from Uptilt Film Fest.

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About Uptilt Film Fest

An all-genre film festival highlighting women and gender-expansive writers and directors that appeals to anyone who enjoys a well- film. This entertainment-focused event showcases films of all kinds: horror, animation, drama, narrative, sci-fi, suspense, and comedy. The festival will be held at Jengo's Playhouse on May 20-22, 2022. You can find more information at <https://uptiltfilmfest.com/>.

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