

# 1708GALLERY

A NON PROFIT SPACE FOR NEW ART

P.O. Box 12520 | 319 W Broad Street  
Richmond VA 23241 | [www.1708gallery.org](http://www.1708gallery.org)  
P. 804.643.1708 | F. 804.643.7839  
GALLERY HOURS T-F 11-5 | SAT 1-5

**JULY 16, 2009**

**FOR IMMEDIATE RELEASE**

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## **INLIGHT RICHMOND PSA CALL FOR ENTRIES**

### **1708 Gallery's InLight Richmond Video PSA Competition**

#### **The Challenge**

Create a :20 film or video short that is inspired by light in support of a public service announcement campaign for 1708 Gallery's InLight Richmond, the second annual outdoor light-inspired contemporary art exhibition and celebration.

#### **The Reward**

The 5 finalists will have their work shown on the 1708 Gallery website, YouTube channel and other gallery communications. The winner will receive a \$250.00 cash prize and the video will be aired on local television promoting the InLight Richmond event.

#### **The Details**

- Submitted pieces can be shot on film or video but must be in a DVD or Quicktime format for submission.
- Entries **due no later than 5 pm Friday, August 14th** at 1708 Gallery.
- Winner and 5 finalists will be announced on August 24th on the 1708 Gallery site.
- Jurors for the competition are Virginia Bertholet, award-winning Film Producer, and Sunny Zhao, noted Director and Cinematographer.
- Entries may be sent to 1708 Gallery, P.O. Box 12520, Richmond, VA 23241 (delivery address: 319 West Broad Street)
- The winning piece will be tagged with an end-card promoting the details of the InLight exhibition.

#### **About the Jurors**

Sunny Zhao, a native of mainland China, is now based in Richmond as a director and cinematographer. Sunny created last year's first InLight film art PSA, "Light & Darkness". He wants to encourage filmmakers of all ages and backgrounds to enter this year's contest. The grand prize "Sunny Award" is named for him.

Virginia Bertholet is an award-winning, Richmond based independent producer. She produces anything from national TV commercials to Web viral videos. Virginia also teaches Film & Video Marketing & New Media for the Non-Profit at VCU.

For more details about InLight Richmond and to download the entry form, please visit our website [www.1708gallery.org/inlight](http://www.1708gallery.org/inlight).

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