



Press Release

SPORT AS PROMOTION OF HUMAN RIGHTS THROUGH IMAGES

Panathlon International Cultural Foundation – “Domenico Chiesa” and FICTS - Fédération Internationale Cinéma Télévision Sportifs (gathering 123 member countries) promote and organize a special international competition for themed videos, with free entries, on the theme **"Sport as Promotion of Human Rights"**.

An important showcase for filmmakers, new media, professionals and independents, etc. who can participate with videos of a maximum length: **4 minutes**, shot in any format and technique (*fiction, animation, documentaries, etc.*).

The aim of the competition is to promote the quality of the sporting gesture images that spread the values of Panathlon's universal ideal of culture through sport, an educational tool for social change. The FICTS - for its part - intends to enhance and promote the short film as an original form of expression, to encourage the creativity of those who approach the cinema offering the greatest visibility through sport.

To participate, please send your material through wetransfer (*mail: info@ficts.com*) no later than 31 July 2021.

The Competition Rules are available from the [link](#)

The "Enrolment Form" is available from the [link](#)

A Jury comprising 3 representatives from the Foundation and 3 representatives from FICTS will assess the 20 shortlisted videos and will award - for the three winning videos - prizes for a total amount of € 6.000. The "Award Ceremony" will take place in Milan (Italy) on 30 November 2021 in conjunction with "SPORT MOVIES & TV 2021", Final of the "World FICTS Challenge" (*20 Festivals in 5 Continents*) World Championship of Television, Cinema, Communication and Sport Culture.

The participating works will be available online in Area 8 "Interactivity: sport is for everyone" on the Platform SPORTMOVIESTV.COM, as well as on the social media channels of Panathlon International (and its individual Clubs) and FICTS.

Press Office

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