

Film Festival Featuring Movies Made by Kids

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With the explosive growth in online video at websites like YouTube, kids today are way ahead of the curve in recognizing that the future of communication is in online video.

Freshi Films (fresh EYE films) is a company dedicated to providing these young filmmakers a home where they can learn from professionals, obtain information, shared content, and where they can meet other like-minded young filmmakers and collaborate using the tools on www.FreshiFlix.com to make movies together, no matter where in the world they live.

Freshi Films also is the leading provider of educational programs and tools for teachers who are trying to incorporate filmmaking as project-based learning in the classroom or in the after-school. Freshi employs a team of more than 40 entertainment industry professionals to teach its programs, train teachers and to help craft the curriculum and lessons used in more than 120 schools in 21 US states and territories.

Teachers and school administrators have been very skeptical of filmmaking in schools. Many schools actually block sites like YouTube. But some teachers and administrators are looking at the future, seeing the influence of online media -- and are determined to do something about it. "The students at LeConte represent diverse cultural and ethnic communities. By learning film making techniques, they are developing skills to communicate their unique experiences to the larger community while developing a sense of pride as well as hope for the future" says Jack Foote, the principal of LeConte Middle School in Hollywood, one of the schools where Freshi Films has been operating their filmmaking programs.

The film festival is operated by the International Family Film Festival, a non-profit corporation, which hosted its 14th annual family film festival in February at the Raleigh Studios in Hollywood.

Contact Information

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Keywords

[filmmaking](#)

[teenager](#)

[hollywood](#)

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