



**A WEEK OF
FRENCH FILM
PREMIERES
IN HOLLYWOOD**

APRIL 20-28, 2015

One of the preeminent French cultural events in the U.S. and the largest French Film Festival worldwide, City of Lights, City of Angels (COLCOA) will celebrate its 19th anniversary in the prestigious theaters of the Directors Guild of America, from April 20 to April 28, 2015.

With a program of 61 films – including World, International and U.S. Premieres – 20,000 attendees and the support of major media outlets, 2014 was the best year so far. COLCOA 2015 will top several years of sustained growth with the addition of a full day of screenings, offering new opportunities and new visibilities for films, as we will welcome our 170,000th visitor and premiere our 600th French film in Hollywood. More than 90 screenings and panels will be scheduled including 15 press screenings. 80 journalists and critics will be accredited and more than 50 films, including shorts, will compete for the COLCOA Awards.

For American distributors, COLCOA has become a highly visible platform in Los Angeles, which is also national and international in scope: They can use the event to launch and promote their upcoming film. They can also test films shown to an audience, which is mainly American (74%), before an acquisition.

You will find in this presentation all you need to know about COLCOA, including how you can benefit from presenting your film at the festival.

We hope to have the opportunity to support your film(s) soon and remain at your entire disposal.

Very sincerely,

Francois Truffart

Executive Producer & Programmer

francois.truffart@colcoa.org

Sandrine De Clercq

Associate Producer

sandrine.declercq@colcoa.org

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COLCOA

“A Week of French Film Premieres in Hollywood”

City of Lights, City of Angels (COLCOA) was founded in 1996 by The Franco-American Cultural Fund, a unique collaborative effort of the Directors Guild of America, the Motion Picture Association, the Writers Guild of America West, and France’s Society of Authors, Composers and Publishers of Music (SACEM). COLCOA is also supported by l’Association des Auteurs-Réalisateurs-Producteurs (ARP), the Film and TV Office of the French Embassy in Los Angeles, the CNC, and UNIFRANCE.

The festival takes place in April for nine days in the prestigious theaters of the Directors Guild of America on Sunset Boulevard in Hollywood (3 theaters, a 210 capacity lounge and a 1500 capacity lobby).

COLCOA is committed to promoting new French films in the U.S. and to showcasing the vitality and the diversity of French cinema in Hollywood: comedies and dramas, box office hits in France and novelties, first features and films from established writer-directors, documentaries, animation features, short films, art house movies as well as mainstream films.

In 18 years, 538 films have been selected. COLCOA has continually evolved to become a showcase of at least 60 films, with a capacity of more than 21,000 in 2014 and an occupancy rate of 94%.

Its exclusive program has made COLCOA an anticipated date in the industry calendar and now the largest French film festival in the world. Scheduled a few weeks after the Academy Awards® and before the Cannes Film Festival, COLCOA has become a prestigious event in Los Angeles.

Since 2004, the selection is entirely composed of premieres. Several high-profile features are presented at COLCOA for the first time in North America or in the U.S.. The showcase is also known for presenting films several months before their commercial release in the U.S., raising the event’s profile among U.S. distributors who now use the event as a platform to launch and promote their film in Hollywood.

The COLCOA audience is mainly composed of film industry professionals (74%), including Academy Awards® members: directors, writers, distributors, producers, agents, exhibitors, critics and journalists. COLCOA has developed partnerships with organizations like IFTA, The Cannes Film Market, Film Independent, Women in Film, The American Cinematheque, SAG, and since 2008, the Hollywood Foreign Press Association and the Los Angeles Film Critics Association.

Additionally, COLCOA is more than a film industry event. It has become more and more popular in the Greater Los Angeles community and most of the screenings are booked several weeks before the event.

In 2008, an educational program was launched to promote foreign films among young American audiences in association with E.L.M.A (European Languages & Movies in America). More than 100 high schools in Los Angeles County have participated in the program since 2008. In 2010, a master class program was introduced for colleges, film schools and universities. In 2015, the festival will welcome its 15,000th student.

With 20,000 attendees in 2014, COLCOA has reached a new dimension, which will be confirmed in 2015 with the introduction of an additional day (for a total of 9 days), in order to satisfy a still growing audience and give our sponsors more visibility.

One reason for the success of COLCOA is a growing interest from the press. In addition to media partnerships with Variety, LA Times, LA Weekly, KPCC-89.3 FM, DailyMotion, TV5 Monde, and Indiewire, COLCOA has continuously developed relationships with journalists and critics. Thanks to a specific accreditation program, which includes press screenings and press sessions with filmmakers and actors, journalists have a priority access to screenings and various social events during the week. In 2014, 80 journalists, professional bloggers and critics were accredited. A press book of the festival is available on www.colcoa.org.

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17 REASONS TO CHOOSE COLCOA

1 – COLCOA takes place at the prestigious Directors Guild of America in Los Angeles. The DGA theaters offer optimal screening conditions and a state-of-the-art digital projection system.

2 – COLCOA has the best audience to generate a buzz or screen your film for a sneak preview. The audience is mostly American (75%) and composed of industry tastemakers, directors, screenwriters, journalists (including HFPA members), exhibitors, actors, publicists, agents, buyers, producers. All DGA, WGAW and IFTA members are invited to the festival.

3 – The aim of the festival is not to compete with the future release of a film but to promote it. It can be shown to a limited audience in the small theater (150 seats). Films presented in the small theater and those screened in the main theater (600 seats) are promoted the same way.

4 – Depending on availability and schedule, COLCOA may invite the filmmaker to attend the festival and cover the cost of a round trip Business Class ticket between Paris and Los Angeles, as well as hotel accommodation at the Sunset Marquis Hotel and transportation within Los Angeles.

5 – If so, COLCOA will facilitate press meetings during the festival at the Sunset Marquis Hotel and also arrange a Q/A session with the audience and a moderator on stage after the screening. If necessary, the festival will provide an interpreter for the Q/A session.

6 – In addition to films already bought by U.S. distributors, COLCOA offers every year a varied selection of new films available for the U.S. market. Some of them have never been shown to U.S. distributors in other markets or festival before COLCOA.

7 – Among the COLCOA audience are various U.S. producers and agents looking to buy remake rights.

8 – You will have the opportunity to screen your film(s) (free of charge) during the COLCOA press screenings series, taking place one week before and during the event, at the Directors Guild of America.

9 – When the filmmaker of your film attends **COLCOA**, he will be part of a 45-minute Press Session at the DGA (Free of Charge) during the festival. All accredited journalists are invited to this Press Conference, which will complete any other press meeting set up during his/her stay. Press sessions are videotaped and available online on Dailymotion.com. They can be used for a Future release with no charge.

10 – **COLCOA** will cover the cost of any cocktail or reception that may take place before a screening. (Depending on schedule)

11 – The films selected will be eligible for the **COLCOA** Audience award, First Feature award and Critics award (in association with the Los Angeles Film Critics Association). The winners are announced after the event in a press release to international and national press. **COLCOA** Awards can be used for the promotion of your film.

12 – One award is specifically dedicated to films in selection with a U.S. distributor: Your film(s) will be eligible for the *Coming Soon Award* presented in association with FM-radio KPCC. Distributor of the winning film will be offered a promotional campaign on air for the release of the film on KPCC, the leader of Public Radio in Southern California.

13 – **COLCOA** works closely with the Motion Picture Association and the Hollywood Foreign Press Association in order to register eligible films on the Golden Globe calendar. All HFPA members are invited to **COLCOA** and more specifically to the screenings officially registered on the HFPA calendar.

14 – **COLCOA** covers all festival and press screening costs at the DGA, including theater rental, theater staff, security, liability insurance and print shipping from Paris or other festivals.

15 – All films are included in the **COLCOA** promotion campaign, starting one month before the event: press announcements, online promotion, advertisement, and mailing list. If applicable, U.S release dates are announced and promoted during the festival.

16 – **COLCOA** also actively promotes French films coming out in the U.S. throughout the year via its Facebook page, Twitter, mailing list, ticket giveaways and contests. All French films released in the U.S. are promoted on the **COLCOA** Facebook page (24,650 fans located everywhere in the US) but we give advantages to films shown at **COLCOA** with more visibility and posts.

17 – At **COLCOA**, films are everything. We do our best to build the event around the needs of the films. Our goal is to make sure that a presentation at **COLCOA** fits in the strategy of a future release or a future acquisition.

COLCOA 2014 - MEDIA COVERAGE AND ADVERTISEMENT

MEDIA NAME	MEDIA TYPE	AUDIENCE	COPIES / POTENTIAL AUDIENCE	COVERAGE AREA	TYPE OF COMMUNICATION
AFP	Press Agency	General	Several million	International	Editorial
CANAL PLUS	TV Station	General	5,000,000 (subscr.)	France, Europe	Editorial
DEADLINE	Website	General	700,000	USA	Editorial
LOS ANGELES DAILY NEWS	Daily newspaper	General	170,000	Los Angeles	Editorial
L'EXPRESS.FR	Website	General	7 million	International	Editorial
LE FILM FRANCAIS	Trade publication	Movie Industry	-	France, Europe	Editorial
FRANCE-AMERIQUE	Bi-monthly newspaper	General	60,000	USA	Editorial
E!TV	TV Station	General	Several Million	Europe	Editorial
HUFFINGTON POST	Website	General	4 Million	USA	Editorial
INDIEWIRE.COM	Website	Movie Industry	Several Million	International	Editorial, Ads
LOS ANGELES TIMES	Daily newspaper	General	775,000	USA	Editorial
LA WEEKLY	Newsweekly	General	900,000	Los Angeles	Ads, Editorial
KPFK 90.7	FM Radio	General	5,000,000	Los Angeles	Editorial
KPCC 89.3	FM Radio	General	5,000,000	Los Angeles	Editorial
LOS ANGELES MAGAZINE	Magazine	General	180,000	Los Angeles	Editorial
THE HOLLYWOOD REPORTER	Trade publication	Movie Industry	38,000	International	Editorial
LAEMMLE THEATERS	Movie Theaters	General	100,000 in theaters	Greater Los Angeles	Ads
TV5 MONDE	TV Station	General	+50,000 subscr. in US	USA	Commercial, Edit.
VARIETY	Trade publication	Movie Industry	+40,000	International	Ads, Editorial
YAHOO.COM	Website	General	Several Million	International	Editorial
SCREEN INTERNATIONAL	Trade Publication	Movie Industry	+30,000	International	Editorial
STUDIO MAGAZINE	Movie Magazine	General	150,000	France	Editorial
LE POINT.FR	Website	General	3 million	France	Editorial
PARIS-MATCH	Magazine	General	600,000	France	Editorial
FRANCE 2	TV Station	General	Several million	Europe	Editorial
FRANCE INTER	National Radio	General	Several million	France/Europe	Editorial
ALLOCINE.FR	Website	General	7 million	France	Editorial
LE PARISIEN	Daily Newspaper	General	200,000	France	Editorial
TF1	TV Station & Website	General	Several million	France	Editorial
JDD	Daily Newspaper	General	300,000	France	Editorial
ANGELIKA THEATER NEW YORK	Movie Theatre	General	38,000	USA	Ads
TIME WARNER	Cable Network	General	Several million	Los Angeles	Commercial

IN ADDITION – Email lists from the following organizations: l'ilm Independent, IFTA, Women in Film, Los Angeles Film & TV Office of the French Embassy, SAG, The American Cinematheque (Total: about 50,000 addressees)

Press book available on www.colcoa.org/media

COLCOA 2014

AN EXCLUSIVE AND ECLECTIC PROGRAM

- IN 18 YEARS, 339 FEATURE FILMS AND DOCUMENTARIES AS WELL AS 199 NEW SHORTS HAVE BEEN SELECTED.
- IN 2014, 41 FEATURE FILMS AND DOCUMENTARIES WERE PRESENTED, INCLUDING 3 INTERNATIONAL PREMIERES, 17 NORTH AMERICAN AND U.S. PREMIERES AND 16 WEST COAST PREMIERES.

Since 2004, the following films premiered at COLCOA:

WORLD & INTERNATIONAL PREMIERES

An Ordinary Execution, Aya of Yop City, Bay of Angels (*digitally restored*), Behind the Walls, Cash Truck, Cortex, Immaculate, In Their Sleep, Locked Out, Men & Women, My Father's Guests, OSS 117: Lost in Rio, Low Cost, Monsieur Papa, My Piece of the Pie, Pierrot Le Fou (*digitally restored*), Queen to Play, So Close, Someone I Loved, Sons of the Wind, The Night Clerk, The Red Carpet, The Bronte Sisters (*digitally restored*), *The Last Diamond*, *The Murderer Lives at Number 21* (*digitally restored*), The Valet, Those Happy Days, What if?

NORTH AMERICAN PREMIERES

11.6, *A Strange Course of Events*, A View of Love, Angele & Tony, Another Woman's Life, *Babysitting*, Beautiful Lies, Counter Investigation, Cycling with Moliere, Edy, *Favorites of the Moon* (*digitally restored*), Freeway, Heartbreaker, Hidden Beauties, High Lane, His Mother's Eyes, *How I Came to Hate Math*, Hunting & Gathering, *In the Yard*, It Happened in Saint-Tropez, *Jacky in the Kingdom of Women*, La Vie d'Artiste, Like Brothers, Love Lasts Three Years, Me Two, *Mea Culpa*, Melody's Smile, Möbius, My Way, *Not My Type*, Nothing to Declare, *Our Heroes Died Tonight*, *Quantum Love*, Rendezvous in Kiruna, Secrets of State, Silent Voices, Sky Fighters, Sphinx, Spy(ies), Step Up to the Plate, Superchondriac, Tête de Turc, The Adopted, The Black Box, The Horde, The Rooftops, The Snake, True Friends, *We Love You, You Bastard*, Welcome, Welcome to the Sticks.

U.S. PREMIERES

A Few Hours of Spring, Atomik Circus, Chok-Dee, Could This Be Love?, Donkey Skin (*digitally restored*), Early One Morning, **Fanny**, Final Arrangements, Game of Four, How Much Do You Love Me?, Into Our Own Hands, Just Friends, Le Skylab, Leadersheep, Little White Lies, Michou d'Auber, Mon Colonel, My Dad is Into Terrorism, Priceless, Rivals, Round Da Way, Ruby and Quentin, **Stop-Over**, The Ax, The Concert, The First Day of the Rest of Your Life, The First Time I Was Twenty, The Invisibles, The Last Trapper, The Man who Laughs, **Marius**, The Red Inn, The Right of the Weakest, The Silence of Joan, The Walking Man, Toscan: The French Touch, Two in the Wave, **Under the Pines**, **Vandal**, Venus and Fleur, Victoire, Wandering Streams.

WEST COAST PREMIERES

9-month Stretch, 17 Girls, 36, 38 Witnesses, 99 Francs, A Day at the Museum, A Gang Story, A Happy Event, A Monster in Paris 3D, A Secret, Aaltra, **Abuse of Weakness**, **Age of Panic**, After You, Americano, Armed Hands, Arsène Lupin, Avenue Montaigne, Bad Faith, **Beauty and the Beast** (*digitally restored*), Becoming Traviata, Call me Savage (*digitally restored*), Childhoods, **Chinese Puzzle**, Deep in the Woods, Eager Bodies, Eden is West, Family Hero, Farewell, Farewell My Queen, Feelings, Female Agents, Flanders, **Flore**, Fly Me to the Moon, From One Film to Another, Gabrielle, Gainsbourg: A Heroic Life, God's Offices, Grey Souls, Haute Cuisine, Inferno, Hello Goodbye, Her Name is Sabine, Hidden Diary, Hold Back, Holy Lola, I am Glad That My Mother is Alive, In the Beginning, In the House, Irene, Jappeloup, La Vie en Rose, Le Grand Soir, Lily Sometimes, Little Lion, Louise Michel, Louise Wimmer, Love is in the Air, **Love is the Perfect Crime**, Mademoiselle Chambon, Making Plans for Lena, Me and My Sister, **Me Myself and Mom**, Moon Man, My Afternoons with Margueritte, Nathalie, Not on the Lips, On Fire, **On the Way to School**, Our Day Will Come, Papa, Paris, Paris by Night, Paris je t'aime, Please Please Me, Populaire, Polisse, **Purple Noon** (*digitally restored*), **Queen Margot** (*digitally restored*), Rapt, Shall we Kiss?, **Suzanne**, The Art of Love, The Attack, The Big Picture, The Clink of Ice, The Father of my Children, The French Kissers, The General Store, The Girl on the Train, The Grocer's Son, The Hedgehog, The Intouchables, The Killer, The Light, The Long Falling, The Romance of Astree and Celadon, The Secret of the Grain, The Singer, The Sleeping Beauty, The Villain, The Well Digger's Daughter, The Women on the Sixth Floor, Tell No One, Those who remain, **Trapped**, **Turning Tide**, **Venus in Fur**, Water Lilies, Welcome to Argentina, What Love May Bring, What's in a Name?, With a Little Help from Myself, War of the Buttons, You Ain't Seen Nothin' Yet, **Young & Beautiful**.

LOS ANGELES PREMIERES

A Birch Tree Meadow, A French Gigolo, A Minute of Silence, Aliyah, Augustine, Baby Love, Change of Address, Copacabana, Fairplay, Father and Sons, **For a Woman**, France Boutique, Goodbye First Love, Grown-Ups, Guilty, Heading South, High Tension, Housewarming, In His Hands, Love Like Poison, Mammoth, Mesrine (Killer Instinct & Public Enemy No 1), Michel Petrucciani, Modern Life, Not Here to be Loved, **One of a Kind**, OSS 117: Cairo Nest of Spies, **Paulette**, Roman de Gare, Seraphine, The Beautiful person, The Cost of Living, The Dandelions, The Girl from Monaco, The Minister, The Names of Love, The Pharmacist, The Story of My Life, The 10th District Court, Thérèse, Three Worlds, Twice Upon a Time.

A complete list is available on www.colcoa.org. Titles in red: films selected in 2014.

TALENT AT COLCOA

MORE THAN 150 FRENCH WRITERS, DIRECTORS AND PRODUCERS HAVE
PRESENTED THEIR FILM(S) AT COLCOA. AMONG THEM ARE:

Patrick Alessandrin • Eric Altmayer • Jean-Pierre Améris • Thomas Anargyros • Yves Angelo
• Cédric Anger • Olivier Assayas • Alain Attal • Lisa Azuelos • Josiane Balasko • Maurice
Barthélémy • Frédéric Beigbeder • Véra Belmont • Lucas Belvaux • Bibi Bergeron • Richard
Berry • Dominique Besnehard • Rémi Bezancon • Academy Award® winner Bertrand Blier •
Pascal Bonitzer • Dany Boon • Laurent Bouhnik • Michel Boujenah • Jean Bréhat • Zabou
Breitman • Chantal Briet • Stéphane Brizé • Guillaume Canet • Laurent Cantet • Christian
Carion • Philippe Carcassonne • Patrice Chéreau • Hélier Cisterne • Etienne Comar • Fabio
Conversi • Alain Corneau • Academy Award® winner Costa-Gavras • Antoine de Caunes •
Olivier Dahan • Alix Delaporte • Academy Award® nominee Julie Delpy • Mathieu Demy •
Claire Denis • Arnaud Desplechin • Ziad Doueiri • Bruno Dumont • Albert Dupontel • Pascal
Elbe • Léa Fehner • Marc Fiszman • Anne Fontaine • Nicole Garcia • Eric Guirado • Michael
Gentile • Thomas Gilou • Alain Goldman • Robert Guédiguian • Philippe Haïm • Academy
Award® winner Michel Hazanavicius • Mathieu Kassovitz • Cédric Klapisch • Diane Kurys •
Philippe Lachaux • Philippe Le Guay • Anne Le Ny • Pierre-Ange Le Pogam • Academy Award®
winner Claude Lelouch • Bruno Levy • Lorraine Levy • Jean-Albert Lièvre • Philippe Loret
• Alfred Lot • Maiwenn • Tony Marshall • Philippe Martin • Simon Michael • Claude Miller •
Radu Mihaileanu • Emmanuel Mouret • Olivier Nakache • Jacques Nolot • Anna Novion • Gé-
rard Pirès • Pitof • Miléna Poylo • Katell Quillévéré • Jean-Francois Richet • Brigitte Roüan •
Régis Roinsard • Gilles Sacuto • Yannick Sallet • Jean-Paul Salomé • Pierre Salvadori • Acad-
emy Award® winner Pierre Schoendoerffer • Coline Serreau • Florent Siri • Gilles Taurand •
Bertrand Tavernier • Danièle Thompson • Laurent Tirard • Eric Tolédano • Anne-Dominique
Toussaint • Francis Veber • Laurent Zeitoun • Yann Zenou.

MANY OTHER FRENCH AND AMERICAN CELEBRITIES HAVE ATTENDED
COLCOA, INCLUDING:

George Aguilar • Jon Amiel • Nora Arnezeder • Rosanna Arquette • Academy Award® winner Roger Avary • Jamie Babitt • Nathalie Baye • Edouard Baer • Academy Award® nominee Bérenice Bejo • Victoire Bélézy • Andrea Berloff • Academy Award® winner Halle Berry • Jacqueline Bisset • Aline Brosh McKenna • Gilbert Cates • Academy Award® winner George Chakiris • Academy Award® winner Marion Cotillard • Clotilde Coureau • Wes Craven • Audrey Dana • Alice David • Jean-Pierre Darroussin • Academy Award® nominee Laura Dern • Lou de Laâge • Academy Award® nominee Alexandre Desplat • Jeremy Doner • Quentin Dupieux • Romain Duris • Eric Elmosnino • Gad Elmaleh • Academy Award® nominee Robert Forster • John Frankenheimer • Ana Girardot • Judith Godrèche • Academy Award® winner Taylor Hackford • Johnny Hallyday • Florian Henckel von Donnersmarck • Academy Award® winner Herbie Hancock • Stephen Hopkins • Jimmy Jean-Louis • Nastassja Kinski • Randal Kleiser • Diane Kruger • John Landis • Academy Award® winner Michel Legrand • Academy Award® nominee Michael Mann • Olivier Martinez • Jeanne Mas • Kad Merad • Academy Award® nominee Nancy Meyer • Academy Award® winner Helen Mirren • Demi Moore • Ornella Muti • Academy Award® nominee Josh Olson • Academy Award® winner Alexander Payne • Vincent Perez • Alice Pol • Howard A. Rodman • Jérémie Renier • Academy Award® nominee Gena Rowlands • Helene Ségara • Robert Shaye • Academy Award® winner Steven Soderbergh • Soko • Academy Award® nominee Sharon Stone • Academy Award® nominee Robin Swicord • Omar Sy • Betty Thomas • Academy Award® winner Charlize Theron • Academy Award® nominee Michael Tolkin • Serge Toubiana • Laura Truffaut • Jack Valenti • Sylvie Vartan • Matthew Weiner • Academy Award® winner Harvey Weinstein • Lambert Wilson • Academy Award® winner Chuck Workman • Michael York • Jerry Zucker • Academy Award® winner Edward Zwick • Elsa Zylberstein.

THE COLCOA AWARDS:

HOLLYWOOD'S FAVORITE FRENCH FILMS

Introduced in 2005, the COLCOA Awards is an annual competition of new French films selected for the festival. As 74% of our audience is affiliated with the U.S. Film Industry, the COLCOA Awards are a unique opportunity for Hollywood professionals to express their taste for contemporary French cinema and to celebrate it.

Voters include American critics, film industry professionals, and general audience. All films selected at the festival compete for the COLCOA AWARDS except films selected in the COLCOA Classics Series.

In 2014, the competition was comprised of 32 features and documentaries as well as 20 short films. Thirteen prizes were awarded:

- Seven from the audience (Audience Award, Audience Special Prize, Audience Special Mention, First Feature, Best Documentary, Coming Soon Award, Audience Short Award)
- Three from a jury of film critics, in association with LAFCA (Critics Award, Critics Special Prize, Critics Special Mention)
- Three from the Short Film Jury (Short Film Award, Short Film Special Prize, Short Film Special Mention)

The *Coming Soon Award* is dedicated to films presented at COLCOA with an American distributor. The distributor of the awarded film wins a promotional on-air campaign, courtesy of KPCC-89.3, sponsor of COLCOA and the *Coming Soon Award*.

COLCOA also supports French cinema on American digital platforms. Producer(s) or distributor(s) of the audience and critic awarded films win(s) a digital encoding courtesy of TITRATVS, sponsor of COLCOA.

The COLCOA Awards are now officially announced the last day of the festival on Tuesday. The same day, some awarded films are screened free to the public.

Recently awarded films include *Vandal*, *Turning Tide*, *Chinese Puzzle*, *Me, Myself and Mom*, *Flore*, *The Attack*, *Haute Cuisine*, *A Few Hours of Spring*, *The Intouchables*, *Early One Morning*, *The Women On The Sixth Floor*, *Deep in the Wood*, *The Hedgehog*, *Inferno*.

For details and a complete list of winners, visit www.colcoa.org

COLCOA SUPPORTS A NEW GENERATION OF FOREIGN FILM VIEWERS



Expanding the foreign film audience in Los Angeles has always been a priority at COLCOA. During the last 17 years, we have encouraged the audience to attend the showcase with people who are not familiar with French cinema, with the idea that they will want to see more foreign films throughout the year.

COLCOA has recently created two educational programs in association with ELMA: COLCOA HIGH SCHOOL SCREENINGS (in 2008) and COLCOA MASTER CLASS PROGRAM (in 2010), in order to generate more interest in foreign film among American youth.

More than 14,000 American high school students from 120 high schools in Southern California have attended the screenings since 2008. Most of them had never seen a foreign film before and the feedback from teachers and students has been unanimously positive.

FILMS SHOWN PREVIOUSLY:

2008: WELCOME TO THE STICKS

2009: FINAL ARRANGEMENTS

2010: FAREWELL

2011: MONSIEUR PAPA

2012: THE WELL-DIGGER'S DAUGHTER

2013: JAPPELOUP

2014: TURNING TIDE

Introduced in 2010, The Master Class program is dedicated to students from colleges, film schools and universities with the participation of French filmmakers attending the festival. Every year, two to three master classes are scheduled at COLCOA and campuses during the festival.

KEY FIGURES

- **3 theatres** (600, 150 & 50 seats) with state-of-the-art digital projection systems. A 210 capacity lounge and a 1,500 capacity lobby.
- **21 cocktails & receptions** on site in 2014.
- **61 films and short films** selected in 2014.
- **41 features** including 3 International Premieres, 17 North American and U.S. Premieres, 16 West Coast Premieres, and 5 Los Angeles Premieres in 2014.
- **78 screenings and panels** in 2014.
- **21,280 seat capacity** in 2014. 23,800 in 2015 (estimation).
- **165,000 admissions** since the first COLCOA, including **20,000 attendees** in 2014.
- **2,800 attendees per day** in 2014; **900 attendees** for Opening Night.
- **74%** of the audience works in the US film industry.
- Over **400,000 visitors** and **6 million hits** on www.colcoa.org between July 2013 and June 2014.
- **1,200,000 references** on Google in July 2014.
- **24,700 fans** on COLCOA's Facebook page on September 25, 2014.

COLCOA: A steady growth



