

Beat: Arts

## **EMIRATES NBD CHAMPION CINEMA WITH THE PEOPLE'S CHOICE AWARD AT DIFF**

### **Dubai International Film Festival**

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**USPA NEWS** - The Dubai International Film Festival (DIFF) is honoured to announce its continued partnership with Emirates NBD in supporting the People's Choice Award for the 14th edition of the Festival which runs December 6-13th 2017. All feature films screened throughout the duration of the Festival are eligible for the People's Choice Award, with the exception of films in the "Cinema for Children" programme. The prize is awarded to the film with the highest ratings based on votes by the DIFF audiences.

Hesham Abdulla Al Qassim, Vice-Chairman and Managing Director, Emirates NBD commented: "This year marks the fifth in our continued support of the People's Choice Award at Dubai International Film Festival, a landmark event in the UAE cultural calendar. We are proud of our association with this wonderful platform that encourages and nurtures talent among the region's filmmaking community. To celebrate our long term partnership with DIFF, we are delighted to offer our customers a value offer that will enable them to enjoy two cinema tickets for the price of one."

Chairman, DIFF, Abdulhamid Juma adds: "We are ever grateful to Emirates NBD who join us for the fifth year. Their continued support of the festival enables us to continue to showcase captivating work from filmmakers from around the world to audiences in the UAE. We look forward to another year of championing independent cinema and celebrating the diverse slate of filmmakers, actors, directors and the brilliance that goes into making feature films."

Last year, "Heartstrings", a beautifully crafted and moving film from Tunisian filmmaker Michel Boujenah won The Emirates NBD People's Choice Award. The film boasted remarkably strong performances from its young leads and a wonderful testament to the power of friendship, family and inner strength. Namely, films such as Hany Abu-Assad's "Idol", Disney's Oscar winning animation "Frozen", and independent documentary "The Brain that Sings" by Emirati filmmaker Amal Al-Agroobi have been recipients of the People's Choice Award in previous years.

To make the most of the variety of experiences on offer at DIFF or get a great gift for a film fan, guests are encouraged to secure their access to the line-up now. Ticket packages start from just AED 275. The DIFF box office opens on Friday, 24th November and Emirates NBD card holders can enjoy 2 tickets for the price of 1 on gala and screening tickets. For more information visit the DIFF website at [diff.ae](http://diff.ae).

#### **Article online:**

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