

## Hong Kong film "i'm livin' it" kicks off film festival in Chicago

Acclaimed Hong Kong film "i'm livin' it" kicked off the 10th season of the Asian Pop-Up Cinema (APUC) film series in Chicago as the opening night film today (March 10, Chicago time). This North American premiere opened to an enthusiastic full house.

Attending the opening night screening in Chicago, the Director of the Hong Kong Economic and Trade Office in New York (HKETONY), Ms Joanne Chu, said she welcomed the opportunity to continue partnering with the APUC, on its fifth anniversary, to showcase Hong Kong's films and its talent in the Windy City.

Ms Chu said the Hong Kong Special Administrative Region Government has been staunchly supporting the development of Hong Kong's film industry. This includes allocating a total of USD\$128 million (HKD\$1 billion) to the Film Development Fund (FDF) in the past two financial years to increase the number of local film productions and to nurture more film specialists.

Recently, the Government has announced an array of measures to be implemented through the FDF to support the long-term development of Hong Kong's film industry. These support measures include the launch of a new subsidy scheme to invite veteran directors to partner with young directors and provide guidance in co-producing films as well as the launch of a new Scriptwriting Incubation Programme.

"The HKETONY will continue to partner with various organisations to promote outstanding Hong Kong films and film talents to the audience in Chicago and in major cities on the East Coast," she added.

The opening night screening was also attended by Danny Wong and Kathy Wu, the director and actress of "i'm livin' it". The APUC will also honour Hong Kong actor Philip Keung with its "Bright Star Award" for his performance in "A Witness Out of the Blue". Director Fung Chih-chiang will attend the North American premiere of the film tomorrow (March 11, Chicago time).

In addition to "i'm livin' it" and "A Witness Out of the Blue", another two Hong Kong films, "First Night Nerves" and "Men on the Dragon", will also be screened at this season's APUC.