

EUROPA DISTRIBUTION - PRESS RELEASE

EUROPA DISTRIBUTION WORKSHOP

Cartoon Movie 8 – 10 March 2022

Brussels, 3 March 2022

Europa Distribution is back on the road, traveling to Bordeaux to renew its collaboration with Cartoon Movie (8-10 March), for the 13th year in a row. This partnership, established in 2009, aims to facilitate the access for independent film publishers and distributors to the most important market and pitching event dedicated to European animated films. It is also an important opportunity for the European Network to focus on its members' release strategies, promotional campaigns and innovative projects, in this case with a focus on animation. The closed workshop will take place on Tuesday March 8th and target exclusively the numerous members of the network attending the event.

It will host case studies on recent European and international animation films released by Europa Distribution's members in diverse European countries, bringing a chance to hear diverse strategies and best practices based on each case specificity and that could be exported across borders, but also study new challenges and their related answers. At this occasion, distributors **Alzbeta Dlouhá** (Aerofilms, Czech Republic), **Monica Felea** (Bad Unicorn, Romania), **Grégoire Marchal** (KMBO, France), **Adeline Margueron** (Le Parc Distribution, Belgium & Luxemburg), **Mika Siltala** (Cinema Mondo, Finland), **Igor Stankovic** (MCF Megacom, Serbia), will share their experience regarding their publishing work, release strategies and promotional campaigns for several animation titles released recently. They will present detailed analysis, focusing on audience targeting and admissions results, partnerships, theatrical and online exploitation on the following films: **Moonbound** (Germany), **Stinky dog, happy life in Paris!** (France), **Le chouette en toque** (France, Belgium), **My Sunny Maad** (Czech Republic, Slovakia, France) and **Belle** (Japan). Besides this, the workshop will include the presentation of an inspiring innovative project dedicated to animation titles for children, the Belgian virtual cinema project **CinéPilou**, launched during the pandemic by Le Parc Distribution.

Europa Distribution will continue discussing with its members about the distribution of European independent films with its next workshops and panels in Sofia, Karlovy Vary, Haugesund, San Sebastian, and throughout the year, participating in conferences and meetings with distributors and other professionals of the film ecosystem.

Articles on all our events will be published on Europa Distribution's socials and blog: <http://www.europa-distribution.org/blog/>

NOTE FOR THE EDITORS: *Europa Distribution is the association of independent film distributors, created in 2006. With about 115 leading independent distributors representing 30 countries in Europe and beyond, it serves as the voice of the sector and acts as a network and a think tank. Since its creation, Europa Distribution has accompanied and reinforced the integration and collaboration process between its members through information, brainstorming and training sessions. The network's aim is to strengthen the existing ties to improve the curation, promotion and distribution of independent and European films.*

CONTACT: For more information about the presence of Europa Distribution at Cartoon Movie in Bordeaux, contact: communication@europa-distribution.org