THE ACADEMY ANNOUNCES FOUNDATION GIFT FROM WALMART

Description

Posted by Larry Gleeson

The Academy of Motion Picture Arts and Sciences announced a $250,000 gift from Walmart to the Academy Foundation in support of the organizationâ??s educational and outreach initiatives. Walmart, a Proud Sponsor of the 89th OscarsÂ®, continues its commitment to encourage and support emerging talent in the film community.

The Academy Foundation manages two of the most prestigious competitions for emerging talent in the motion picture industryâ??the Student Academy Awards, an international film competition for university students, and the Academy Nicholl Fellowships in Screenwriting, an international writing competition for aspiring screenwriters. Past Student Academy Award winners include acclaimed filmmakers Pete Docter (â??Inside Outâ?•), Cary Fukunaga (â??Beasts of No Nationâ?•), John Lasseter (â??Toy Storyâ?•), Spike Lee (â??Do the Right Thingâ?•), Trey Parker (â??South Parkâ?•) and Robert Zemeckis (â??Forrest Gumpâ?•). Altogether, Student Academy Award winners have gone on to receive eight Oscars and 51 OscarÂ® nominations. Past Nicholl Fellows include Destin Cretton (â??Short Term 12â?•), Jeffrey Eugenides (â??The Virgin Suicidesâ?•), Susannah Grant (â??Erin Brockovichâ?•), Ehren Kruger (â??Transformers: Age of Extinctionâ?•) and Andrew Marlowe (â??Air Force Oneâ?•).

This summer, the Academy will also launch a groundbreaking entertainment industry-wide summer intern and mentoring program that will expand opportunities for young professionals from under-represented communities.

â??We would like to thank Walmart for this generous gift, and are grateful for their support of our educational initiatives and shared commitment to mentor the next generation of storytellers,â?• said Academy CEO, Dawn Hudson.

â??Our Oscars campaign celebrates creativity and storytelling, and we felt it was important to not only support filmmaking on the industryâ??s biggest night, but to lend support to future filmmakers,â?• said Tony Rogers, chief marketing officer, Walmart U.S. â??Every day our customers are telling stories with

their receipts. We are proud to support the Academyâ??s educational programs to further empower film students from diverse backgrounds to tell their stories.â?•

Walmartâ??s gift will allow the Academy to meaningfully advance its ongoing efforts to reach out and build a more diverse and inclusive talent pool of participants in all Academy programs, and begin to position promising young people for success in their respective fields.

As a Proud Sponsor of the 89th OscarsÂ®, Walmart will unveil its new campaign, â??Behind Every Receipt, Thereâ??s a Great Story,â?• during the retailerâ??s first-ever sponsorship of the Oscars. The concept for the campaign is based on a single six-item receiptâ??when seen through an artistic lensâ??can tell an infinite number of stories. Walmart teamed with directors Antoine Fuqua, Marc Forster, and Seth Rogen and Evan Goldberg to create three short films, each with their own unique spin, that will premiere during the telecastâ??s commercials on OscarsÂ® Sunday, February 26, on the ABC Television Network.

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2. Oscar

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