

For Immediate Release



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### ASFF Invites Parents and Carers to Bring their Little Ones to this Year's Festival



Image: Wenli Zhang & Nan Li, *Wishing Box* (USA, 2017) ASFF 2017 Family Friendly Category

For the seventh year, the **BAFTA recognised Aesthetica Short Film Festival (ASFF)** will transform the city of York, as it plays host to 300 independent films screened in 18 historic venues, **between 8-12 November**.

**Organised exclusively for those with babies or young tots in tow**, ASFF Cinema Bambino programme provides the perfect setting to experience this year's festival in a comforting and relaxing environment. **Now in its second year**, the screenings have been designed specifically for parents and carers with babies from 0 months to two years old, serving as a great social function, whilst also ensuring they can indulge in independent films they might otherwise miss.

**Held at Yorkshire Museum and City Screen**, parents and carers can watch secure in the knowledge that they won't be disturbing anyone, as there will be plenty of space for buggies to maneuver, breast-feeding friendly environments and selected baby changing facilities.

**Cherie Federico, ASFF's Director says:** "We understand that being a new parent or carer is a rewarding, yet sometimes demanding experience. Having children with you shouldn't be a barrier to enjoying film, or the atmosphere of ASFF. Cinema Bambino will allow you to escape from the everyday and lose yourself in the fresh and exciting talent shown on screen".

**Screenings are taking place across the full five days** and listed in the 2017 festival programme featuring a pushchair symbol. Parents and carers should note that films shown

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at Cinema Bambino screenings are steered towards older members of the audience, not children and will be **rated up to a 15 certificate**.

**Family Friendly Screenings have also been carefully curated** for those with children between the age of four and 12, ensuring all the family can enjoy their festival experience together. With inspiring storytelling from all over the world, screenings are bound to set young imaginations a blaze and create memorable cinematic moments.

**Screening Passes and ASFF Event Tickets** can be booked online and collected from the ASFF Hub, Visit York, 1 Museum Street, York, YO1 7DT **from 7 November**.

- **View the Official 2017 Programme:** <http://aestheti.cc/vy5qp>
- **Share the Official 2017 Festival Trailer:** <https://vimeo.com/233845798>

**Join the conversation using #ASFF2017 and follow ASFF on:**

- Twitter: [@asffest](https://twitter.com/asffest)
- Instagram: [@asffestival](https://www.instagram.com/asffestival)
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## Notes to Editors

1. **ASFF 2017 takes place from the 8-12 of November** in York, UK: [www.asff.co.uk](http://www.asff.co.uk)
2. **Screening Passes and Event Tickets** can be purchase online: [www.asff.co.uk/tickets](http://www.asff.co.uk/tickets)
3. **Cinema Bambino** screenings can be identified with the pushchair symbol in the ASFF Official 2017 programme.
4. **Cinema Bambino film certifications will be rated up to a 15.** Screenings are designed with parents and carers in mind.
5. **ASFF genres include:** advertising, animation, comedy, dance, documentary, drama, experimental, fashion, music video and thriller.
6. **Each screening will last approx. 1-2 hours.**
7. **Venues:** Yorkshire Museum and City Screen are fully accessible: <http://www.asff.co.uk/venues/>
8. **ASFF sponsors and partners include;** Aesthetica, Barley Hall, Bootham School, Brandy Brown's Cinema, British Film Institute, City of York Council, City Screen, Creative England, Creative Scotland, Explore York, Falmouth University, Ffilm Cymru Wales, Firefly, Grand Central, Hereford College of Arts, Holiday Inn, Leeds Beckett University, London Film School, Make It York, Marriott York, Middlesex University London, NAHEMI, National Centre for Early Music, Northern Ireland Screen, Park Inn, Plymouth College of Art, RADA, Random Acts, Riding Lights, Safestay, Scottish Film Talent Network, The Smalls, UAL, University of Lincoln, York Conferences, York Means Business, York Museums Trust, York St. John University, York Theatre Royal, 1331. See all supporters: [www.asff.co.uk/partners](http://www.asff.co.uk/partners)
9. **Aesthetica**, one of the leading arts and culture publications produces ASFF. Showcasing some of the most important artists from around the world at work today, the bi-monthly publication includes in-depth coverage of new artists and exhibitions, photography, film and performance. [www.aestheticamagazine.com](http://www.aestheticamagazine.com)

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