FOR IMMEDIATE RELEASE

Audience-charmer MASQUERADES and Oliver Hermanus's Cape Town Masterpiece SHIRLEY ADAMS to Release on DVD August 16th

Algerian romantic comedy and South African tour-de-force lead Global Lens summer lineup

San Francisco, CA – July 21, 2011 – The Global Film Initiative is pleased to announce the DVD release of two new award-winning African films from the renowned Global Lens film series:

MASQUERADES (MASCARADES), dir. Lyes Salem, Algeria

In a dusty Algerian village, a well-intentioned fib suddenly turns a gardener into a mogul, forcing him to choose between the happiness of his narcoleptic sister and his newfound celebrity; Official Algeria Submission for Best Foreign Language Film, 81st Academy Awards; FIPRESCI Prize at the Dubai International Film Festival.

“A smart, expertly made crowd-pleaser. Masterfully sure of what it sets out to accomplish—and wise enough never to take itself too seriously.” –SF360

“Undoubtedly, Masquerades marks Salem out as a talent we’ll certainly be seeing more of—and if his next work is as genial as this, the pleasure will be all ours.” –Screen Daily

SHIRLEY ADAMS, dir. Oliver Hermanus, South Africa

In the depressed Cape Town neighborhood of Cape Flats, a single mother contemplates her fate and cautiously accepts the help of an overeager social worker as she struggles to care for her paraplegic and suicidal son; Best Director and Best Actress at South African Film and Television Awards; Best Actress at FESPACO 2010.

“Outstanding….A penetrating study in fortitude and optimism in the face of desperate odds.”

–Hollywood Reporter

“True excellence in performance, cinematography, directing, and editing…. A South African masterpiece.” –Jury of the Durban International Film Festival

MASQUERADES and SHIRLEY ADAMS toured theatrically throughout the U.S. and Canada as part of the Global Lens 2010 film series and appeared in venues, festivals and theatrical locations including the Museum of Modern Art, Palm Springs Art Museum and the Vancouver International Film Centre; both films also appeared exclusively on Virgin America airlines.

MASQUERADES was also an opening night and spotlight presentation at the Arab Film Festival (San Francisco) and Arabian Sights Film Festival (Washington, D.C.), and features a standout performance by writer-actor-director Lyes Salem. SHIRLEY ADAMS was featured in the 2010 African Film Festival’s Touring Series, and is executive produced by Hollywood heavyweight Roland Emmerich and directed by Oliver Hermanus—whose second film (SKOONHEID) was recently in competition for the prestigious Palme d’Or at the 2011 Cannes Film Festival.

DVDs will be available for purchase through the Global Film Initiative website (catalogue.globalfilm.org) on August 16th. For full information about upcoming Global Lens DVD releases, and to download press materials and images, visit: globalfilm.org/press.htm
About the Films

**MASQUERADES (MASCARADES)**, dir. Lyes Salem, Algeria

After working for much of his life as a gardener in his dusty Algerian village, Mounir dreams of improving his family’s fortune and gaining a measure of respect by marrying off his narcoleptic sister, Rym, to a “real gentleman.” However, Rym has other plans—she dreams of marrying Mounir’s best friend, Khliffa, who has secretly courted her for years. When Mounir lashes out at village gossip with a fib that he has promised Rym to a wealthy outsider, she comes out of her sleepy stupor to embrace the rumor and press her real betrothed into action. Beautifully brought to life by a memorable cast—including director Lyes Salem as the cocky but compassionate bumbler Mounir—this heartfelt comedy suggests that when dreams become reality, it’s time to wake up.

**SHIRLEY ADAMS**, dir. Oliver Hermanus, South Africa

In this deeply affecting portrait of ordinary courage in present-day South Africa, a single mother—Shirley Adams—struggles to care for her paraplegic teenage son, Donovan, in a depressed district on the outskirts of Cape Town. Wearied but resolute, she desperately clings to him as he withdraws from the world following a suicide attempt, and is hopeful when his spirits are momentarily lifted by the appearance of Tamsin, a pretty but overeager social worker. But when the relationship between Donovan and Tamsin sours, his fragile emotional health declines, and Shirley’s faith and perseverance are put to the ultimate test. First-time director Oliver Hermanus's observant camera holds close to its subjects, capturing the claustrophobia, intimacy and hushed anguish surrounding the tender daily routines of a mother and her child.

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<th><strong>MASQUERADES (MASCARADES)</strong></th>
<th><strong>SHIRLEY ADAMS</strong></th>
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<td>Distributor: The Global Film Initiative</td>
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<tr>
<td>Street date: August 16th, 2011</td>
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<tr>
<td>Suggested retail price: $24.95</td>
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<tr>
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<td>Language: English and Afrikaans, with subtitles in English</td>
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<tr>
<td>Bonus features: Global Lens trailer, Film Discussion Guide</td>
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Upcoming releases include:

**ORDINARY PEOPLE**, dir. Vladimir Perisic, Serbia

One quiet afternoon, a busload of young soldiers is unexpectedly forced to question the morality of their profession after being enlisted to execute civilian prisoners at a remote facility in the Serbian countryside; FIPRESCI Prize at the Sarajevo Film Festival; awarded the Cineuropa Prize at the Miami International Film Festival.

“A laureate of Cannes’ Cinéfondation program, Perisic pushes the viewer to search for meaning or morality behind his character’s acts—but the only conclusion seems to be that such acts are hopeless, unfathomable and beyond human control.” –Variety

**THE SHAFT (DIXIA DE TIANKONG)**, dir. Zhang Chi, China

In three intertwined stories, a father, son and daughter fight to hold onto hope and family as they face the harsh realities of life in a poor western Chinese mining town; Special Jury Prize at the Marrakech International Film Festival; Best Director at the Bogotá International Film Festival.

“A superb debut, achingly gorgeous….Graceful camera movements and striking compositions offset the dungeon that controls their life. Each time the elevator shaft descends, another layer of their dreams disappears.” –indieWire
Recent releases include:

**BECLOUD** *(VAHO)*
Dir. Alejandro Gerber Bicecci
Mexico

**GODS** *(DIOSES)*
Dir. Josué Méndez
Peru

For more information about upcoming DVD releases, and to download press materials and images, visit: [globalfilm.org/press.htm](http://globalfilm.org/press.htm)

### About Global Lens

The Global Lens film series was launched in 2003 to support the distribution of unique and critically acclaimed cinematic works from around the world. The Global Lens Collection includes more than seventy-five unique cinematic perspectives from thirty nations, and the Global Film Initiative makes these films available through theatrical, non-theatrical, home video, television, educational and airline markets in the United States and Canada. All profits from the Global Lens film series support international filmmaker grants, educational programming and resources, touring film exhibitions and other philanthropic initiatives and programs sponsored by the Global Film Initiative.

### About the Global Film Initiative

The Global Film Initiative is a U.S.-based not-for-profit organization specializing in the support of independent film from Africa, Asia, Central & Eastern Europe, Latin America and the Middle East. Founded in 2002 to promote cross-cultural understanding through the language of cinema, the Initiative awards numerous grants to deserving filmmakers from around the world each year, and supports a touring film series entitled Global Lens. For more information about the Global Lens film series and Global Film Initiative programs, please visit: [www.globalfilm.org](http://www.globalfilm.org).

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