

ADFF announces Earth Day screening in partnership with Masdar

Abu Dhabi-UAE: April 18 2012 – To celebrate Earth Day, the Abu Dhabi Film Festival (ADFF) and renewable energy company Masdar present a special screening of The City Dark. The film will be shown at VOX Cinemas Marina Mall, Abu Dhabi on Monday, April 23 at 7pm.

The City Dark had its Middle East premiere at ADFF last fall, when it was presented in the Our World competition. The Our World section focuses on films devoted to broadening awareness of significant environmental issues. Featuring stunning astrophotography and brilliant animation, The City Dark is a beautifully composed film that will be sure to prompt important reflection on the occasion of Earth Day. Director Ian Cheney, who lives in New York, where – as in Abu Dhabi – the night is mostly devoid of stars, asks us to ponder what we lose when we can't see the heavens every night. Through his conversations with astronomers, cancer researchers, ecologists and philosophers, Cheney encourages us to spend more of our waking hours in pursuit of the wonder and majesty of the universe.

"Years ago," remarked ADFF Executive Director Peter Scarlet, "I lived in a remote area of Northern California, miles away from my closest neighbors. There, I discovered the stars. Alas, I've barely seen them since. This magnificent film gives us an opportunity to rediscover their wonders – and to want to see them more often."

Masdar, Official Partner of ADFF's Our World section in 2011, continues its partnership with the Festival, harnessing the power of cinema to develop awareness about the planet's ongoing environmental issues.

"Masdar aims to educate the Abu Dhabi public about the value of living sustainably. Screening The City Dark on Earth Day will help the Emirate's residents relate to the environmental message through the silver screen making it an informative and enjoyable experience to all members of a family household," said Aida Al Busaidy, Manager – Internal and Online Communications, Masdar.

To reserve your seat for the screening please click [here](#)

ADFF's 6th edition will run October 11-20, 2012.

About Masdar

Masdar is Abu Dhabi's multi-faceted renewable energy company advancing the development, commercialisation and deployment of renewable energy technologies and solutions. The company serves as a link between today's fossil fuel economy and the



energy economy of the future– developing the “greenprint” for how we will live and work tomorrow. Backed by the stability and reputation of the Mubadala Development Company, the strategic investment company of the government of Abu Dhabi, Masdar is dedicated to the emirate’s long-term vision for the future of energy.

For more information about the Masdar Initiative, please visit: www.masdar.ae

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For more information contact:

Name: Taryam Hasan Qayed Al Subaihi

Email: press@masdar.ae

Phone: +971 2 653 6058

About the Abu Dhabi Film Festival

The Abu Dhabi Film Festival was established in 2007 with the aim of helping to create a vibrant film culture throughout the region. Presented each October, the event is committed to curating exceptional programs to engage and educate the local community, inspire filmmakers and nurture the growth of the regional film industry.

For questions regarding entries email entries@adff.ae.

To contact the Press Office, email press@adff.ae.

Pictures can be downloaded from our FTP server.

Site: [ftp.abudhabifilmfestival.ae](ftp://ftp.abudhabifilmfestival.ae)

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