

LONDON TAXI DRIVERS CHARITY FOR CHILDREN FINALISTS IN BIG SYN INTERNATIONAL FILM FESTIVAL

Sunday 20 October, 2024

FOR IMMEDIATE RELEASE

LONDON

'Then. Now. Forever.' running for top prize at the world's biggest sustainability film festival

Calling on millions to watch the free screenings of films of change and hope to bring positive changes to our community, planet and future.

The 6th Big Syn International Film Festival is screening films, until 26 October 2024. The festival trailer had a grand opening at London's iconic Piccadilly Lights, Europe's biggest screen. This is the world's biggest sustainability film festival, reaching over 45 million in 120 countries, led by a Grand Jury of OSCAR, BAFTA and EMMY award-winners and leaders from the United Nations, House of Lords, as well as sustainability, policy and media stalwarts.

Viewers are invited to the FREE global screenings of the films on www.bigsyn.org and win 2 tickets to the gala awards.

The festival is screening a dazzling array of nearly 150 films that has been selected from hundreds of feature films, shorts, documentaries, animations, micro-shorts and charity films from over 120 countries. Amongst others, a notable film that is screening at the festival is

Then. Now. Forever.

***The content of the video focuses on the London Taxi Drivers Charity for Children, a charitable organization established in 1928 by London taxi drivers. For almost a century, the charity has upheld a tradition of compassion by taking children with disabilities or less fortunate backgrounds to the seaside. The video showcases a blend of historical footage from the 1940s to contemporary times, illustrating the enduring commitment of London taxi drivers to bring joy and happiness to these children.**

This film is relevant to everyone worldwide because it highlights the power of community support and empathy towards those in need. It emphasizes the importance of inclusivity and caring for vulnerable individuals in society. Addressing the issues highlighted in the video is a shared responsibility for all of us in creating a safe, secure, and sustainable future. By coming together to support initiatives like the London Taxi Drivers Charity for Children, we can foster a more compassionate and supportive global community, ensuring that every child, regardless of their circumstances, has the opportunity to experience moments of joy and happiness.*

film produced by Sean Paul Day & Claire Zazzara of LTCFC

'Now. Then. Forever.' can be viewed on Instagram link below

<https://www.instagram.com/reel/DBM-m0qCATN?igsh=MXh0dWpka2c1ZHJwcA==>

The festival is promoted by leading national and international organisations including major UN agencies such as World Meteorological Agency, International Maritime Organisation and UNRIC, as well as other leading art and culture institutions such as the British Council and Directors UK.

Justine Simons OBE, London's Deputy Mayor for Culture and the Creative Industries, said: "The storytelling power of film is a brilliant way to entertain and inform audiences. Big Syn Film Fest will be hosting a wide range of free screenings that will raise awareness about important sustainability issues and inspire urgent action at a time when we are faced with one of humanity's biggest challenge - climate change. From features to animations, these films will show us that we all have a part to play in looking after our planet, as we build a better London for everyone."

The films screening will not only entertain, but also enlighten viewers about the big issues faced by our environment, economy and society; climate change, plastic pollution, conservation, biodiversity, mental

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health, equity, diversity, gender equality and many more burning topics are covered by this year's official selections and finalists. These films tell relatable human stories of struggle, resilience, adaptation, innovation and change from across the world that can inspire positive actions from the viewers.

Inviting viewers to the festival, the festival's founders, Dr Ragini G Roy and Dr Sourav Roy, said: "We are delighted that over 300 charities from across the world have participated this year and over 50 inspirational charity films are currently screening to millions worldwide, spreading their messages of hope and change."

Winners will be declared on 8th November at the red carpet gala awards ceremony at Curzon Soho and all the winners will be featured on Europe's biggest screen, London's Piccadilly Lights on 14th November 2024.

About the Big Syn International Film Festival.

Big Syn International Film Festival is organised by Big Syn Institute, a part of Centre for Big Synergy, a Civil Society Organisation of the United Nations Department of Economic and Social Affairs (UN DESA).

Since 2019, the festival has reached over 45 million in 120 countries to create public awareness about sustainability and the United Nations Global Goals or Sustainable Development Goals, using the power of meaningful cinema.

The festival has been led by celebrated sustainability leaders and OSCAR, BAFTA and EMMY winning celebrities such as Gurinder Chadha, OBE (Bend It Like Beckham), Amma Asante, MBE (Belle), OSCAR winner Kevin Willmott (Blackkklansman), Anna Smith (BBC, SKY), Jemima Khan, Baroness Prashar (House of Lords), President Obama's US Ambassador (Rtd) Howard Gutman, BBC Dragons' Den green investor Deborah Meaden, BT Group's Head of environmental sustainability, Gabrielle Giner; Founder of Freegle, Cat Fletcher; Sustainability and Corporate Social Responsibility guru from London Business School, Prof. Ioannis Ioannou; OSCAR winner Chris Tashima; BAFTA and Cannes award winning filmmaker, Waad Alkateab, and Tom Szaky (Founder Terracycle), to name a few.

Through the films and dialogue, millions of viewers are getting inspired to do more in their own lives because they see the big-picture and how all our lives are interconnected in this modern world. All films touch upon or cover one or more major issues faced by the planet and the people; around social, economic or environmental sustainability such as climate change, climate action, gender inequality, hunger and poverty, discrimination, education, mental health, disability, LGBTQIA+ and many more. The festival screens features, shorts, animations, documentaries, public service announcement, charity films, social media and music videos from independent filmmakers and established production houses, across the globe. Winners are screened in London and worldwide. OSCAR and BAFTA winning films have screened at the festival and vice-versa.

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Company Contact:

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London Taxi Drivers Charity for Children

T. 07956612307

E. c.zazzara@ltcfc.org.uk

W. <https://www.ltcfc.org.uk>

Additional Contact(s):

Claire Zazzara

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Additional Assets:

1 min trailer of THEN. NOW. FOREVER

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